Sales Enablement Best Practices

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Sales Enablement Defined

Sales Enablement is an important piece of any company's sales technology stack, and it's picking up momentum. According to Aberdeen Group, companies who have implemented a Sales Enablement (SE) strategy outperform their competitors by a remarkable margin!

SE is a cross-functional discipline that links corporate business strategy and goals with tactical execution in the field. Companies with an SE initiative benefit from the following metrics:

52% More proposal, RFP's, and etc. delivered to customers/prospects

32% Higher team sales quota attainment

24% More individual quota attainment

23% Higher lead generation

11% More quotes converting into orders

"Sales Enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systemically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return on investment of the selling system."

Forrester

Best Practices

In this document, we will review several SE best practices that have shown superior results in the industry. These best practices are constantly evolving but our goal here will be to focus on 6 simple, proven concepts that consistently remain at the core of driving increased ROI for B2B industrial organizations.

- Collaborate Cross-Functionality
- Streamline Digital Content Management
- Align the Sales Cycle with the Buyer Journey Turn Sellers into Trusted Concierges
- Train, Coach, & Reinforce Top Performance
- Align KPIs with Analytics
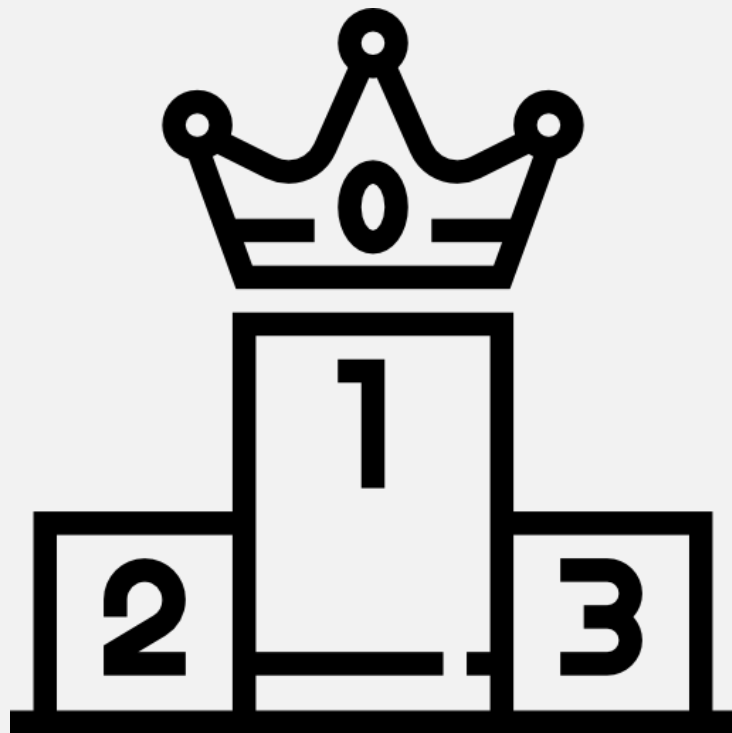
Collaborate Cross-Functionally

01

SE involves the collaboration of various departments including Marketing, Sales, Research/Development, and Customer Service.

Key members from each of these business units must work cross-functionally to support the creation of effective content assets and messaging.

This requires an open-dialogue between teams to share their unique perspectives for the purpose of creating a holistic content strategy.

A great starting point is to ask: "What should the Sales team know and understand, when engaging with prospective buyers during their sales journey?".

Streamline Digital Content Management

02

As much as 20% of a sales professional's time is spent looking for the right content (Aberdeen). A robust SE solution allows Marketing to publish content into a central, well-organized, library and then distribute it to the right sales users, at the right time. Marketing can also update, expire, or remove content, ensuring that all messaging deployed to the market is on-brand and up-to-date. Businesses can improve efficiency and streamline the sales process, by making all content, such as standard proposals, spec sheets, price lists, and contract templates, available in their SE.

Integrating a SE solution with other sales tools such as a CRM, can also improve efficiency and save time. For instance, when Sales has access to their contacts, meetings, content sharing, and analytics, all in one seamless environment their efforts are optimized, redundant tasks are eliminated, and selling time is returned to them!
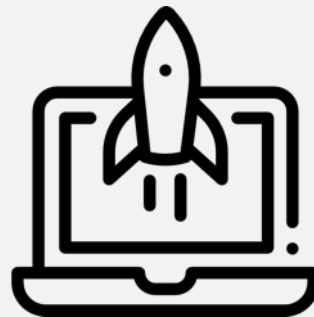
Align the Sales Cycle with the Buyer Journey

With a wealth of information readily available at their fingertips, buyers are more knowledgeable than ever. This translates to buyers having more power and control in evaluating and purchasing a product and/or service. Organizations must now align their sales cycle to every stage of the buyer's journey.

Marketers must construct targeted, personalized messages and assets that align with these stages. For example, short-form marketing formats, such as videos, are more effective at the early stages, while robust materials, such as industry reports, are more appropriate for later-stage messaging.

03

What is the buyer's journey?

"*The active research process a buyer goes through leading up to a purchase. A model to help keep the buyer's behavior, information needs, and problems central to anything sales and marketing does.*"

- HubSpot

Awareness **Consideration** **Decision**

Turn Sellers into Trusted Concierges

This aforementioned shift in power between sellers and buyers creates a need for more sophisticated and engaging conversation. Sales Professionals can no longer focus on the "Features & Benefits" approach. Instead, it is important for them to be able to match relevant solution capabilities to a buyer's specific situation and concerns, with a more consultative nature. Sales Professionals need to provide value at every stage of the buyer journey, much like that of a trusted concierge at a high-end hotel.

04

Turn Sellers into Trusted Concierges

As a "Trusted Concierge", sellers must adapt to the specific needs of their prospects throughout the buying journey. Sellers must be prepared to have conversations that are…

1. **Timely** – Understanding where a prospective buyer is in their journey or maturity level

2. **Relevant** – About issues, topics, and pain points, important to their prospect

3. **Contextual** – Empatheric of the particular audience with whom their speaking

(Santucci).

04

Specifically, they should be sensitive to adapting their messaging strategy according to the buyer persona. Empower Sales Professionals to be "micro-marketers", by letting them define what will work best for a specific prospect or customer in response to their problem-solving/solution-selling process (Aberdeen). That said, it is important to provide a well stocked, up-to-date library of marketing collateral, and make it easy for Sales to search for and tailor these to relevant messaging that meets the prospect's individual needs.

Train, Coach, & Reinforce Top Performance

05

In order to successfully shift from a "Walking Billboard" to a "Trusted Concierge", sellers need to adopt new selling habits and skills. To successfully instill an impactful sales approach, proper training and ongoing coaching is key. Organizations need to provide their Sales teams with a well-designed training program that ensures the acquisition of the requisite skills, builds competence and confidence, and ultimately prepares them to create meaningful customer experiences. Afterwards, ongoing coaching opportunities help reinforce the learning that was acquired during the training event.

Research shows that instructor-led training is the most effective, as its dynamic and interactive nature allows Sales Professionals to practice up-skilling their communications and interpersonal abilities. In-class sessions also mandate participants to be present and actually pay attention – without getting distracted by other tasks. Consider inviting key members from the different business units involved in the SE process to take part in training events. These exchanges will provide them with an invaluable understanding and insight into how their collateral will be applied in a selling context.

"84% of employees in Best Performing Organizations are receiving the training they need compared with 16% in the worst performing companies."

The Value of Training

Train, Coach, & Reinforce Top Performance

The learning program must also include information about the various digital marketing assets available and how they have been designed to respond to the different targeted personas, sales/buyer stages, products/services, marketing campaigns, etc.

Furthermore, it is essential to teach SPs how to properly handle technology on the road and during sales calls with prospects and customers. Tablets naturally render an encounter more intimate and make it more important to consider spatial and cultural boundaries, the most effective presentation approach, technology maintenance, and so forth.
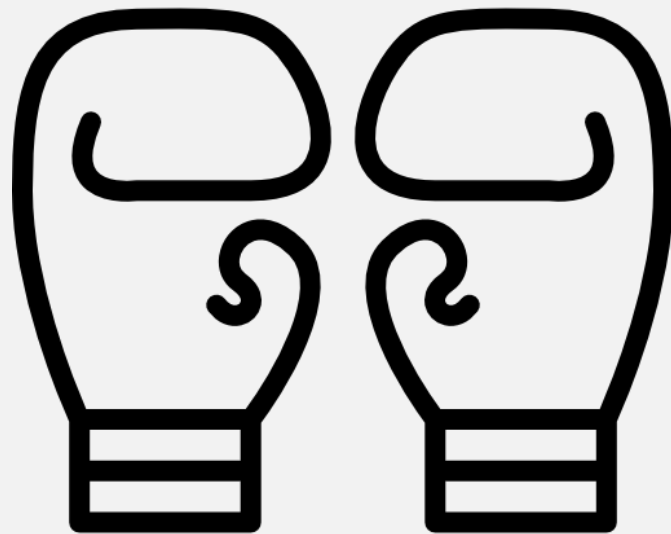
Align Key Performance Indicators with Analytics

There are many analytics tools available these days and they have enormous potential in providing invaluable insights into the behaviors, patterns, and trends of both sellers and prospective buyers. This visibility is essential to marketers so that they can continuously hone and optimize the messaging that is used in front of prospects and customers. In fact, according to the Aberdeen Group, this line-of-sight has direct positive impacts on the sales pipeline, which in turn translates to higher lead conversion rates, and improvements in company revenue (Aberdeen).

For example, with the right analytics tool you can discover what top sales performers are doing and what marketing assets they're using at each stage of the buyer's journey. This knowledge can then be captured and shared with the rest of the sales team to improve results across the organization.

06

Key Points

SE involves the close collaboration of various business units, make sure ongoing open dialogue takes place among the key members involved.

SE should ensure that all client-facing teams have access to the right information, and make sure consistent messaging is deployed to the market.

Make a variety of content types available (spec sheets, price lists, contract templates) so that Sales can improve business response time & compress the sales cycle.

Integrate your SE solution with other sales technologies such as a CRM system. This will provide the Sales team with significant time-saving efficiencies.

When Marketers are developing collateral or when sellers are engaging with a prospect, they should focus on the sales cycle and the buyer's journey.

Match your product/service capabilities to the prospective buyer's specific situation and pain points. Turning your sellers into trusted concierges.

Key Points

Sales professionals must learn to be timely, relevant, and in context. They should be sensitive to a buyer's persona when engaging in conversations.

Empower Sales to be 'micro-marketers' by letting them define what will work best for a specific prospect based on their problem-solving/selling process.

Sellers must become fluent and confident with the various communications available in order to be responsive to their prospective buyer's preferences.

To successfully instill this impactful and effective sales approach, be sure to provide sales professionals with learning and ongoing coaching opportunities.

Introduce collaborative or social media tools that members of the Sales team can use to share their collective experiences, tips, best practices, and knowledge.

Marketing and Sales must work together to discuss and decide what metrics and KPIs need to be captured in an analytics solution.

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What is klyck.io?

Klyck is a global leader in industrial sales enablement software. We serve industrial manufacturing and distribution clients in a variety of industries. Our team of experts provide sales enablement solutions that empower sales and marketing teams to deliver tailored content, facilitate better customer conversations, improve sales team efficiency, collect content engagement data and deliver world class customer experiences.

We provide a patented platform that digitally enables your sales team by transforming content into conversations, data into direction and sales reps into sales experts. Klyck is the only sales enablement solution that is specifically tailored for the industrial manufacturing and distribution industry, ensuring that your language is our language.

What is klyck.io?

Easy User Interface – Simple, intuitive and consistent user experience on all devices and operating systems.

Instant Content Access – Organize your content into categories and filters that make it easy to find when engaging customers

Multi-Channel Engagement – Extend your customer calls or meet remotely and gain full insights into how your customers engage with your content.

CRM Integration – Save sales professionals time and effort by automatically recording all meeting and content details back to the CRM.
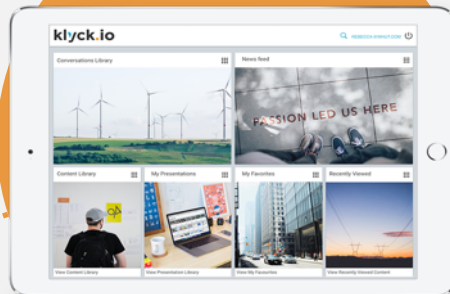
Explorer Dashboard – View company or department events, sales tips/best practices, content releases/updates, sales meetings, and more.

Actionable Insights & Analytics – Powerful, real-time analytics provide you with insight into sales team performance and content utilization.

Online / Offline – All content is available for presentation both online and offline. With no connection or download required in front of your customers.

Ultimate Brand Control – Real-time control over all content to ensure all messaging is on brand anytime, anywhere.

Interested in learning more?

Schedule a Demo with Us

https://klyck.io/request-a-demo/