

A stylized illustration of a rocket launch. On the left, a dark blue rocket with two white circles on its body is launching upwards, leaving a trail of three vertical lines. The background is a dark blue gradient with a subtle geometric pattern of small triangles. Several four-pointed starburst shapes are scattered across the image, and a large, dark blue cloud-like shape is at the bottom left.

7 TIPS TO LAUNCH A SUCCESSFUL SALES ENABLEMENT SOLUTION

INTRODUCING



DAVE ROMERO
Chief Product Officer



CALEB KEITER
Marketing Manager

A LITTLE ABOUT UNBOXED

- ✓ **WE CONTRIBUTE TO THE WORLD** by creating new ways to educate and empower people.
- ✓ **WE MAKE THE COMPLEX SIMPLE** with our custom training and sales enablement solutions.
- ✓ **WE PARTNER WITH THE WORLD'S TOP COMPANIES** to help them solve their unique sales challenges.

VISIT US AT BOOTH #1028



WHAT IS SALES ENABLEMENT?

WHAT IS SALES ENABLEMENT?

*Effective sales enablement includes a smart mix
of **TRAINING** and **TECHNOLOGY**.*

1

**UNDERSTAND
WHY YOUR REPS
AREN'T HITTING
THEIR QUOTA.**

WHY AREN'T REPS HITTING QUOTA?

58%

Buyers Decide
Current Pain is
Better than
Change

71%

Leaders Say
Onboarding
Takes 6 Months
or More

47%

Reps Lack
Fundamental
Selling Skills



Complex
Products/Services



Inconsistent
Sales Reps



Unable to
Differentiate

THE ELEPHANT IN THE ROOM

71% of sales enablement leaders say...

**“INABILITY OF THEIR REPS TO
CONNECT THEIR OFFERINGS TO THE
BUSINESS ISSUES OF THEIR BUYERS.”**

—Sirius Decisions, 2015



2

**ALIGN ON THE
BUSINESS
OUTCOMES AND
OPPORTUNITY.**

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

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Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	
1,000	26%	\$25,000	\$6,500,000	4%

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	
1,000	26%	\$25,000	\$6,500,000	4%
1,000	27%	\$25,000	\$6,750,000	8%

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	
1,000	26%	\$25,000	\$6,500,000	4%
1,000	27%	\$25,000	\$6,750,000	8%
1,000	28%	\$25,000	\$7,000,000	12%

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	
1,000	26%	\$25,000	\$6,500,000	4%
1,000	27%	\$25,000	\$6,750,000	8%
1,000	28%	\$25,000	\$7,000,000	12%
1,000	29%	\$25,000	\$7,250,000	16%

SMALL INCREASES = BIG RESULTS

Leads x Close Rate x Deal Size = REVENUE

Leads	Close Rate	Deal Size	Revenue	Change
1,000	25%	\$25,000	\$6,250,000	
1,000	26%	\$25,000	\$6,500,000	4%
1,000	27%	\$25,000	\$6,750,000	8%
1,000	28%	\$25,000	\$7,000,000	12%
1,000	29%	\$25,000	\$7,250,000	16%
1,000	30%	\$25,000	\$7,500,000	20%

**INVOLVE THE
RIGHT PEOPLE
FROM THE
BEGINNING.**

INVOLVE THE RIGHT PEOPLE FROM THE BEGINNING.

Sales + Marketing + IT = Your Dream Team

3

**CHOOSE A
SOLUTION THAT
WORKS FOR
YOUR REPS**

(NOT THE OTHER WAY AROUND).

WHY WOULD YOUR REPS WANT IT?

- ✓ Does it **SIMPLIFY** their sales process?
- ✓ Does it **ADD VALUE** to their presentation?
- ✓ Does it give them **CONFIDENCE**?
- ✓ Does it make them more **CONSISTENT**?
- ✓ Does it help them **BUILD RELATIONSHIPS** with their customers?
- ✓ Does it help them **CLOSE MORE SALES**?

KEEP IT SIMPLE.

- ✓ Resist the temptation to over-engineer.
- ✓ Start small, test and learn, show progress, THEN go big.
- ✓ Focus on easy wins to gain momentum.

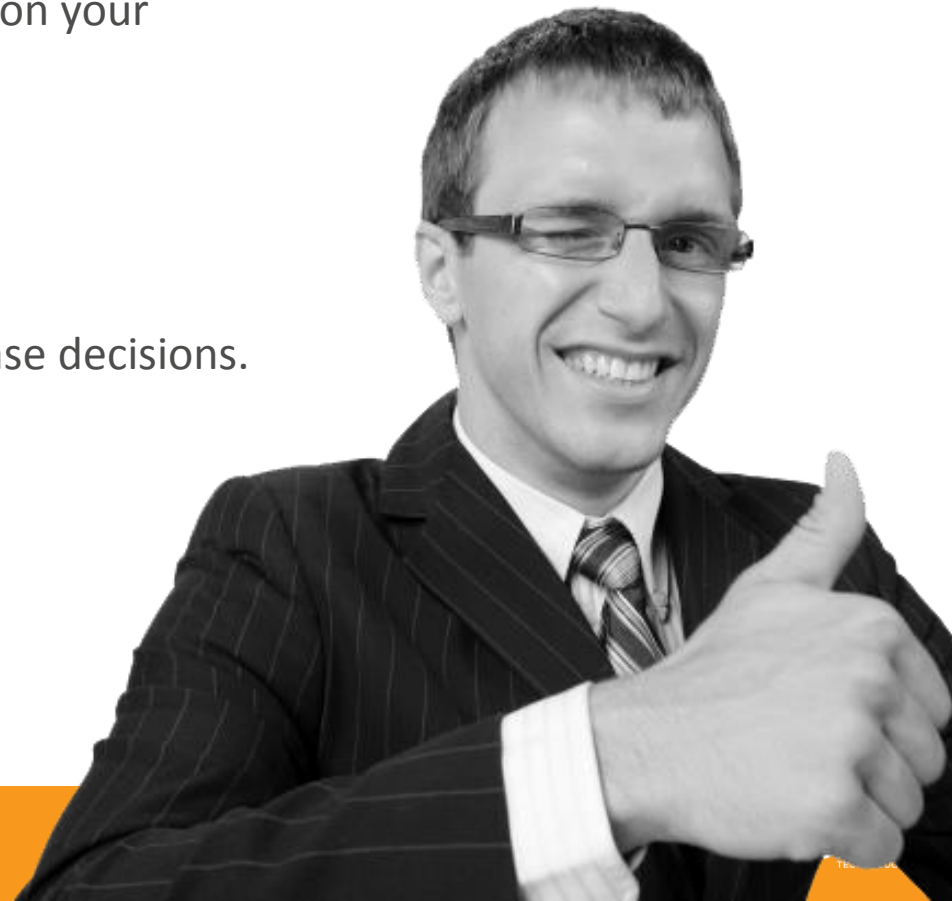
4

**CHOOSE A
SOLUTION THAT
IMPROVES THE
CUSTOMER
EXPERIENCE.**

**YOUR
CUSTOMERS
DON'T CARE
ABOUT YOUR
CRM.**

74% OF BUYERS CHOOSE THE SALES REP THAT WAS FIRST TO ADD VALUE AND INSIGHT

- ✓ **MAKE RECOMMENDATIONS** based on your customers' needs.
- ✓ **EDUCATE** your clients.
- ✓ **SHARE** other customers' successes.
- ✓ **HELP** customers make confident purchase decisions.
- ✓ **DIFFERENTIATE** yourself from your competition.



A **GOOD SALES
ENABLEMENT
SOLUTION HELPS
YOUR REPS SELL.**

A **GREAT ONE
HELPS YOUR
CUSTOMERS BUY.**

5

**PREPARE FOR
CHANGE AND
LAUNCH.**

READY. SET. GO.

- ✓ **INVOLVE** users early.
- ✓ **MARKET** it internally.
- ✓ **CHAMPION** it.
- ✓ **REMOVE** barriers.
- ✓ **PROVIDE** training.

6

**MEASURE
RESULTS.**

WHAT GETS MEASURED GETS IMPROVED.

- ✓ Set **EXPECTATIONS**.
- ✓ Measure **ADOPTION** and **USAGE** first.
- ✓ Gather **QUALITATIVE** data.
- ✓ Gather **QUANTITATIVE** data.

7

**ITERATE AND
MAINTAIN IT.**

DON'T FEAR CHANGE.

- ✓ Incorporate **FEEDBACK.**
- ✓ **SUPPORT** reps after launch.
 - ✓ Keep it **FRESH.**
 - ✓ Move **QUICKLY.**

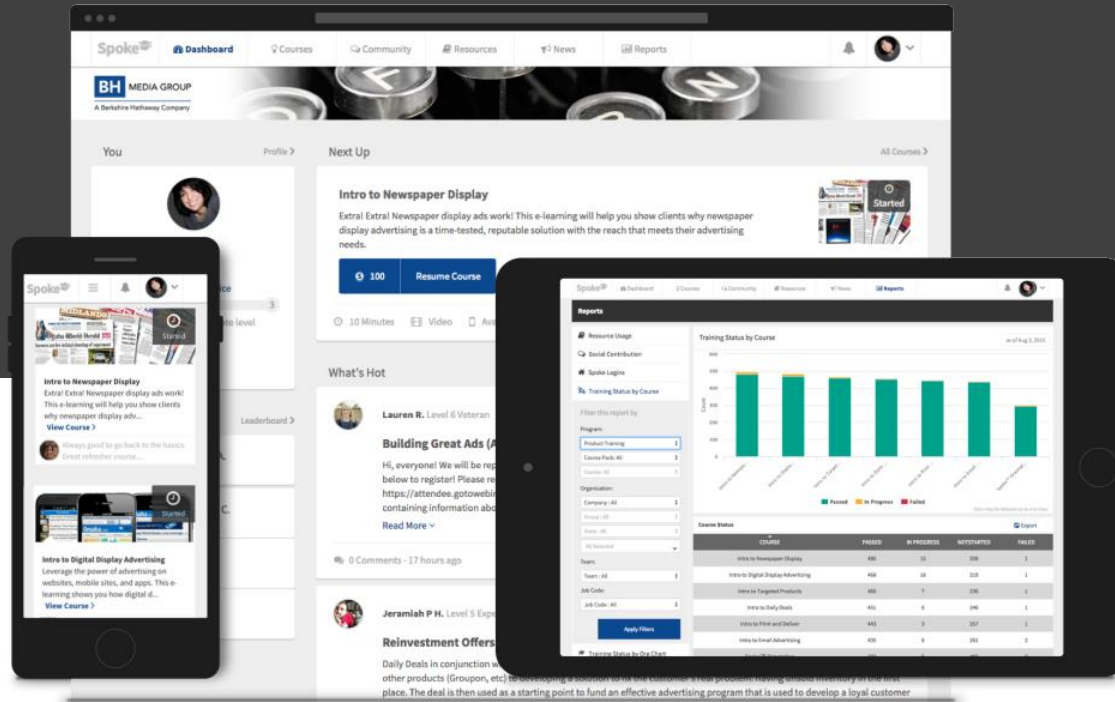
7 STEPS TO SUCCESS

1. **Understand** why your reps aren't hitting quota.
2. **Align** on the business outcome and opportunity.
3. **Choose** a solution that works for your reps.
4. **Choose** a solution that improves the customer experience.
5. **Prepare** for change and launch.
6. **Measure** results.
7. **Iterate** and maintain it.

SUCCESS STORY

BH MEDIA GROUP

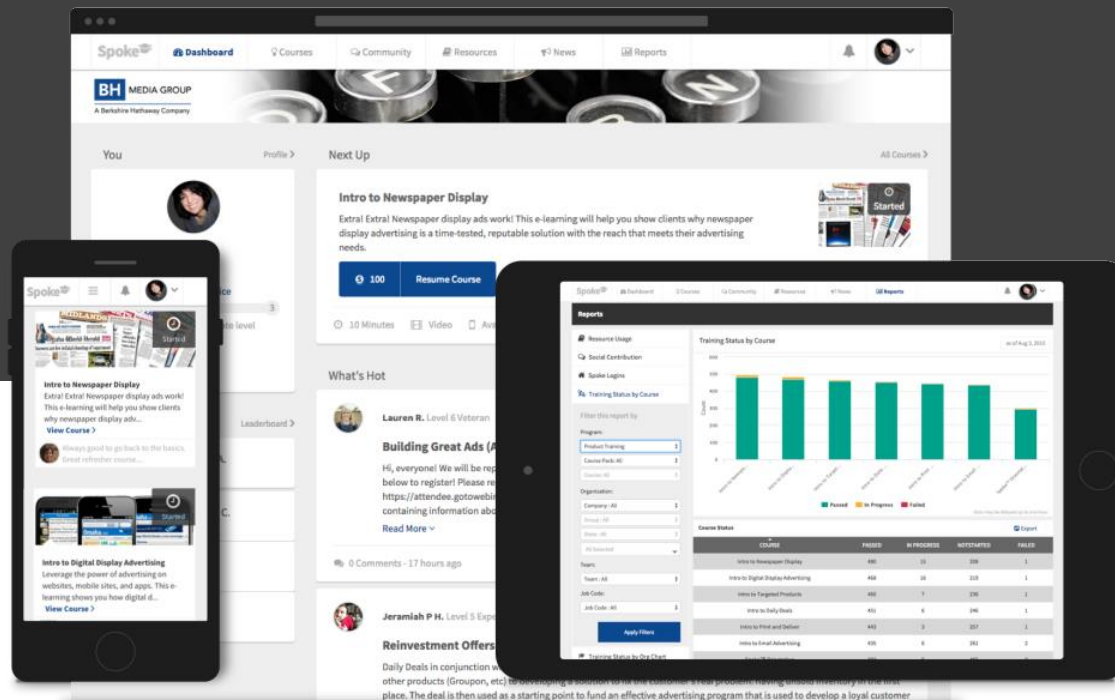
A Berkshire Hathaway Company



SUCCESS STORY

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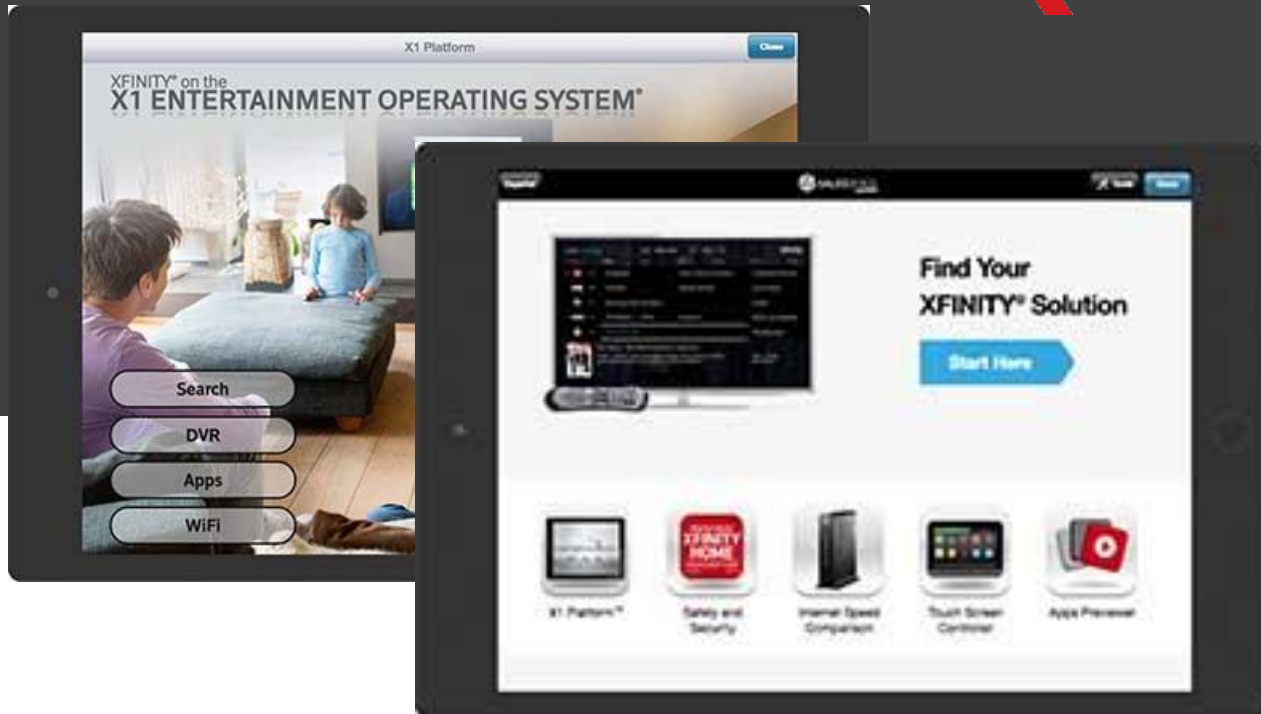
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“The **BEST ONBOARDING** training I’ve ever seen.”

“...**MORE RELEVANT** to our daily jobs than any other training session.”

SUCCESS STORY



SUCCESS STORY



60% YOY INCREASE IN SALES

40% INCREASE IN REP PRODUCTIVITY

QUESTIONS

WE CAN HELP.



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