

The Missing Link

Measuring the Impact of Sales Enablement



**Great ideas
are meant to
be shared!**



@Qstream
@atdSalesEnable

@Preston4QS

#salesenablement

Qstream[®]

What's Missing?

SALES OPERATIONS

- Reports to SVP Sales
- Pipeline Reporting
- Process Governance
- Sales Tools

CRM, ERP, SharePoint, Quoting, etc.



LEARNING & DEVELOPMENT

Reports to SVP of Human Resources

- Training Events
- Surveys Results ?
- Certification
- LMS ?



PRODUCT MARKETING

Reports to SVP Product Marketing

- Product Launches
- Sales Tools ?
- Field Support
- Dropbox, MS Office, SharePoint, etc. ?

The *not so* Hidden Costs

SALES OPERATIONS



- Lack of selling time
- Slow new-hire ramp
- Unconverted pipeline value
- Win rate & time-to-close
- Average deal size

Random Acts of "Sales Support"

LEARNING & DEVELOPMENT



- Prioritization and alignment
- Content poverty
- Budget cuts
- Lack of sales availability
- Training overload

PRODUCT MARKETING

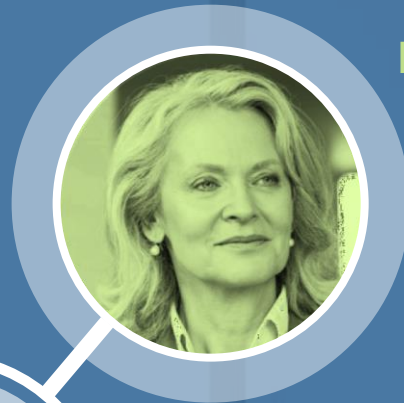


- Unused content
- Inconsistency
- Unnecessary losses
- Lack of sales availability

Realignment Pays Off

SALES OPERATIONS

Insight into pipeline risk
More pipeline value
higher win rates



LEARNING & DEVELOPMENT

Proactive guidance
Business metrics
Focused coaching
Continuous enablement
Better results



PRODUCT MARKETING

Insight into sales needs
Measurable impact
Less content

8X

Generate pipeline faster

Retain new hires for over 23 months

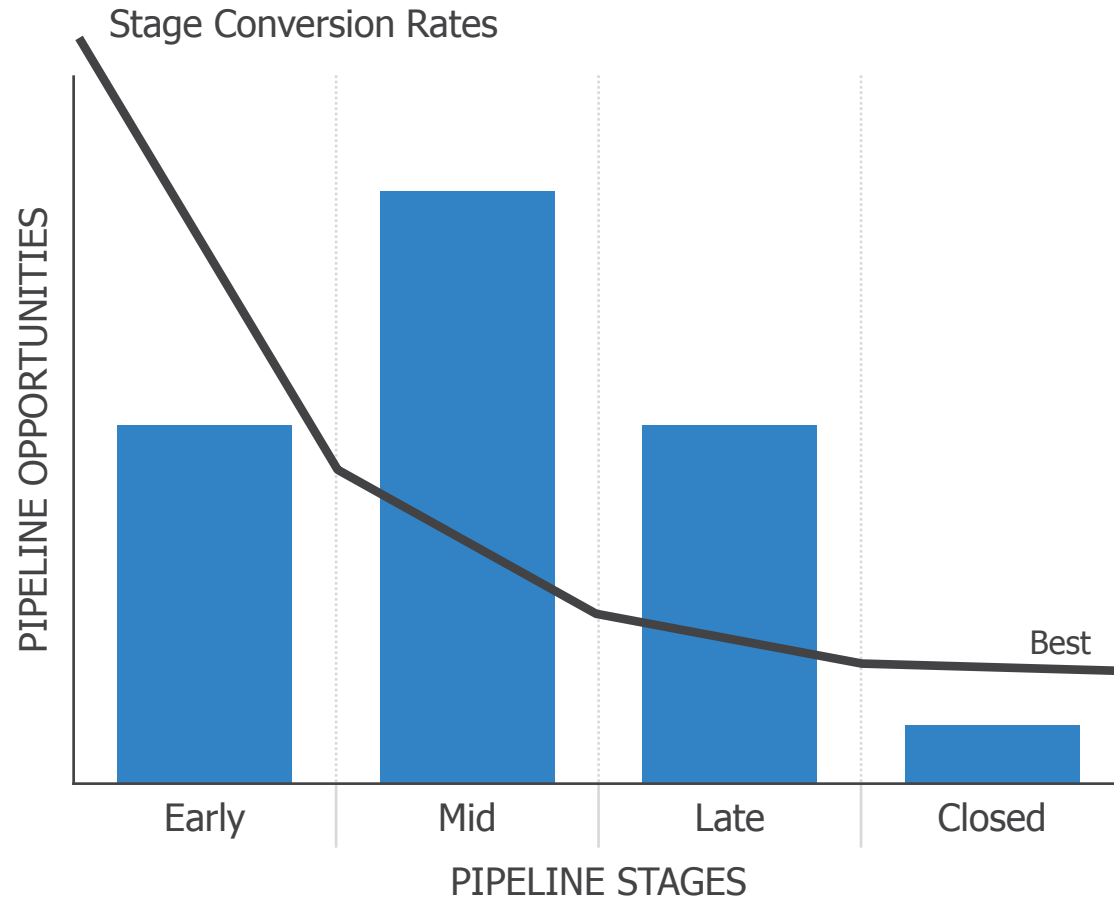
Consistently attain quota in employees 1st year

More Likely

(Sirius Decisions)

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Continuous Sales Enablement



Business Insight

CRM provides basic pipeline metrics
"What you have"

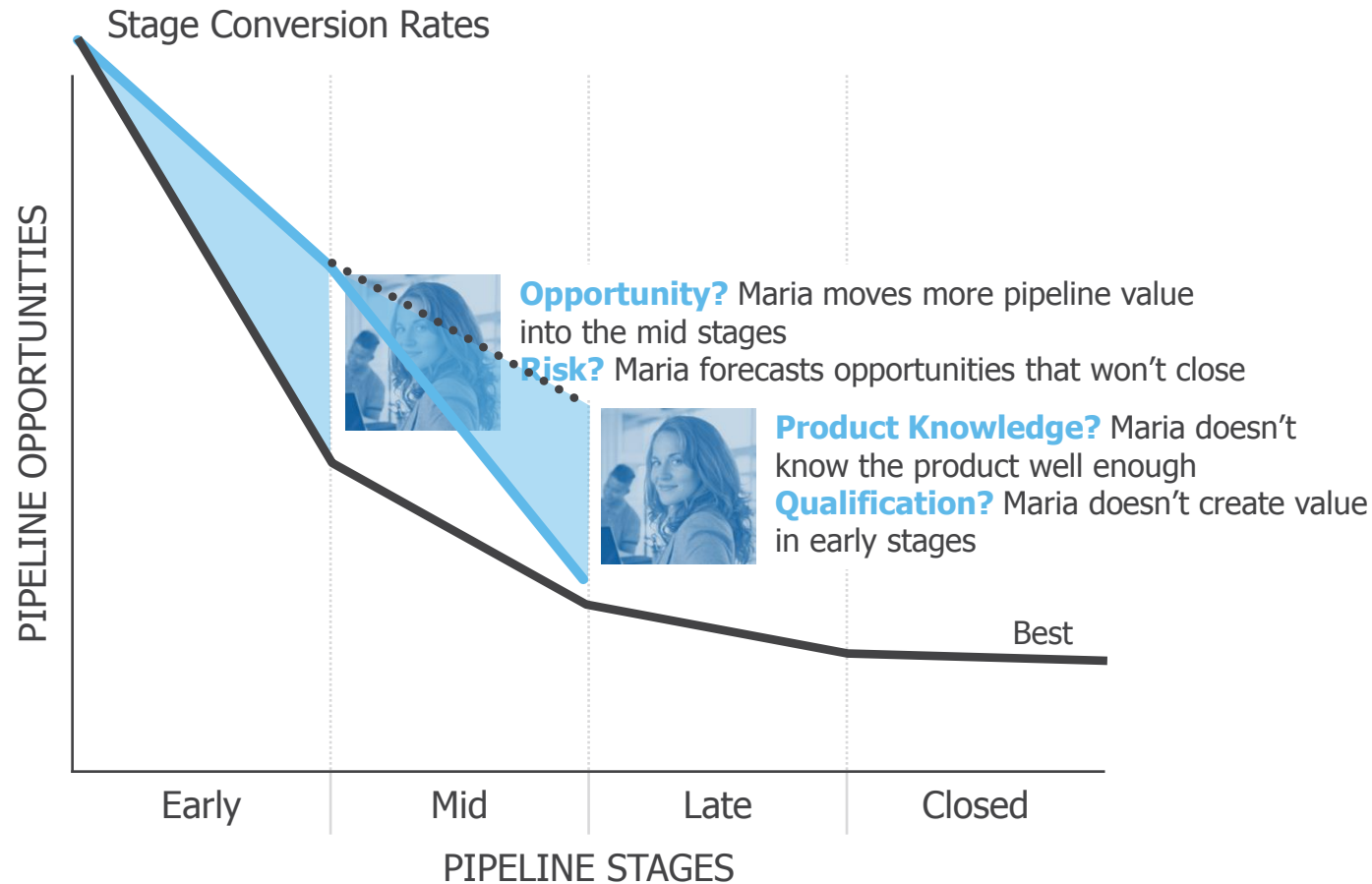
Performance metrics track sales output.
"What you'll get"

Your top 10% performance provide a benchmark.
"what good looks like"

So What?

Continuous Sales Enablement

Business Insight



EXIT CRITERIA ▶

Discover

Differentiate

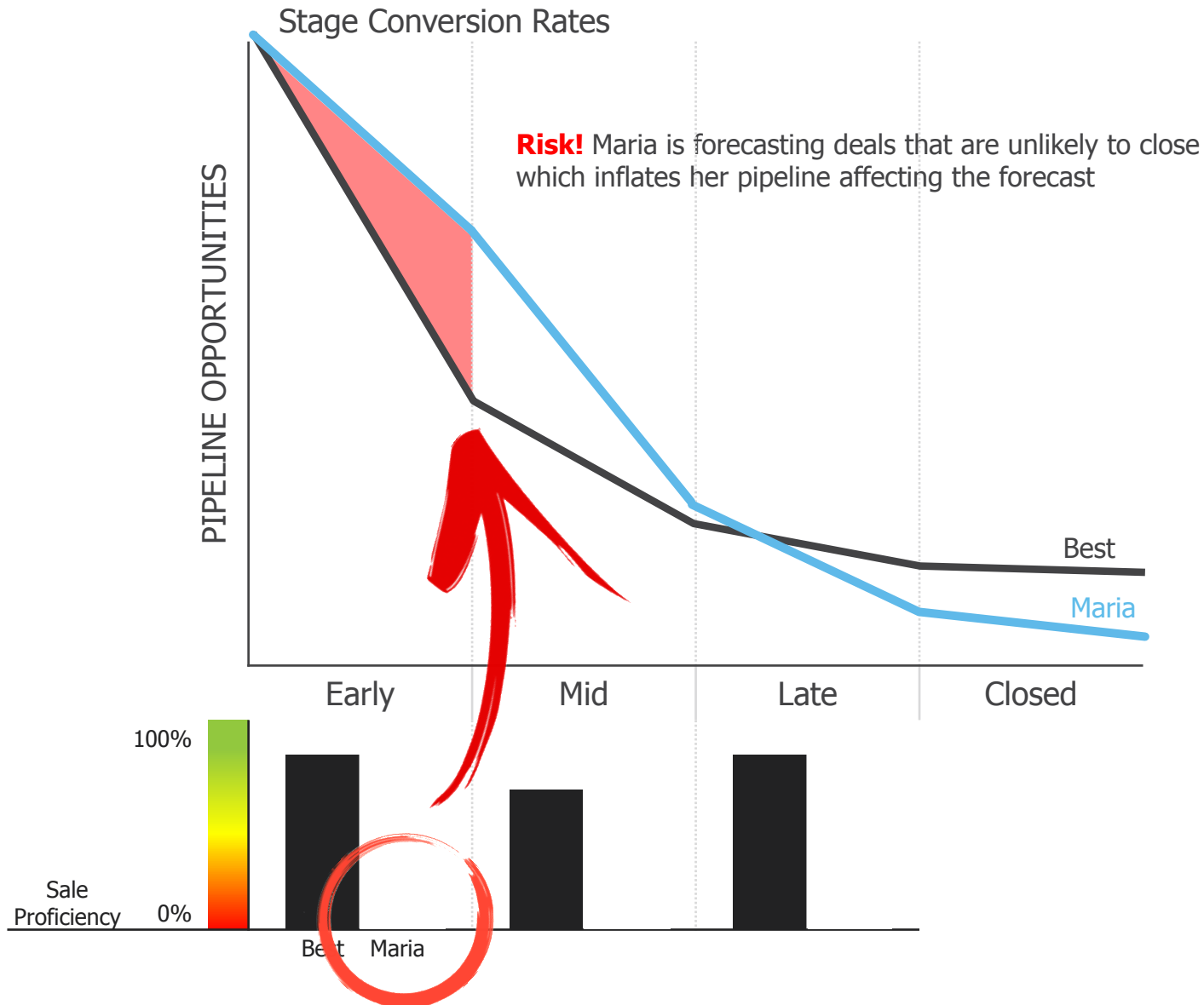
Purchase

What does a deviation from benchmark conversion rates tell us?

Performance and activity, combined, do not provide a complete picture

Continuous Sales Enablement

Business Insight



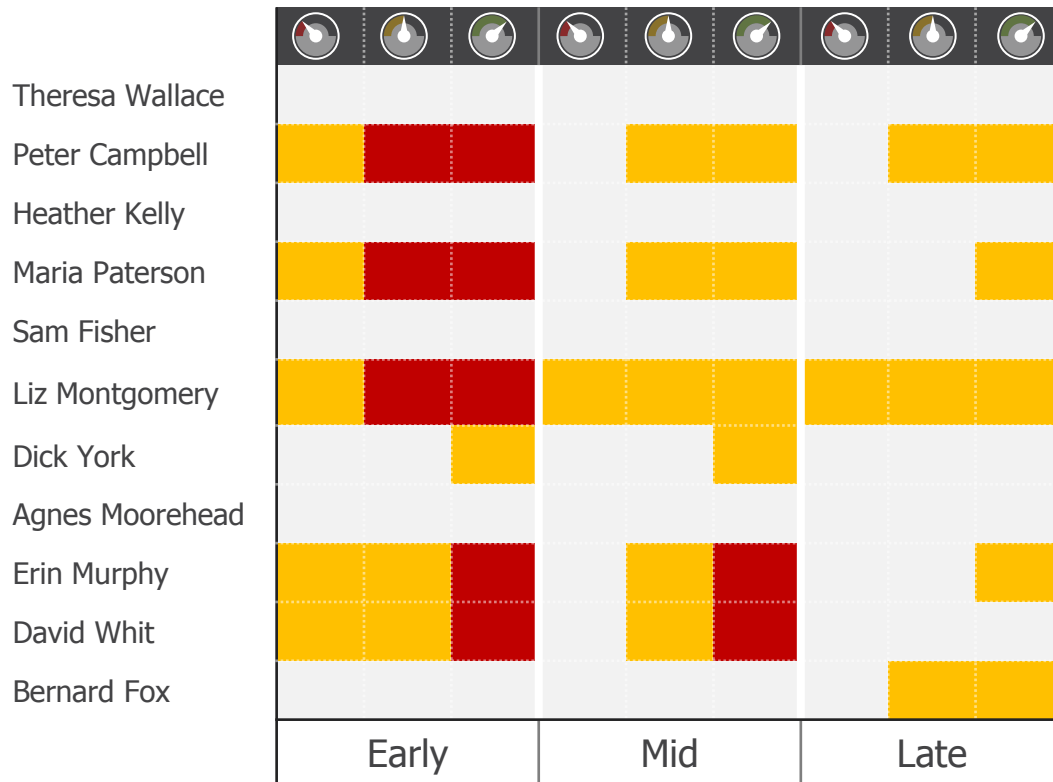
Proficiency is the missing link

Performance
+ Productivity
+ Proficiency
= Insight

- More accurate forecasting
- More pipeline value
- Shorter ramp times
- Capacity planning insight

Continuous Sales Enablement

Smart Coaching

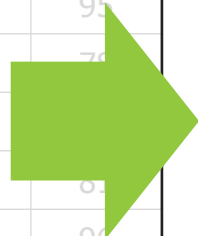


- Proficiency heat maps reveal where you're exposed to pipeline risk

Continuous Sales Enablement

Smart Coaching

	OPPORTUNITIES		PROFICICENY			
	Count	%	Count	%		
Theresa Wallace	23	88%	8	92%	3	95
Peter Campbell	16	32%	7	75%	1	70
Heather Kelly	19	91%	9	90%	0	85
Maria Paterson	25	30%	4	72%	0	85
Sam Fisher	11	98%	7	96%	1	96
Liz Montgomery	36	22%	5	68%	0	71
Dick York	12	65%	6	79%	0	89
Agnes Moorehead	10	94%	8	96%	2	91
Erin Murphy	14	44%	14	57%	0	80
David Whit	17	39%	10	72%	1	88
Bernard Fox	21	87%	6	90%	0	82
	Early		Mid		Late	



Goal

Improve
**Close rate
by 15%**

How?

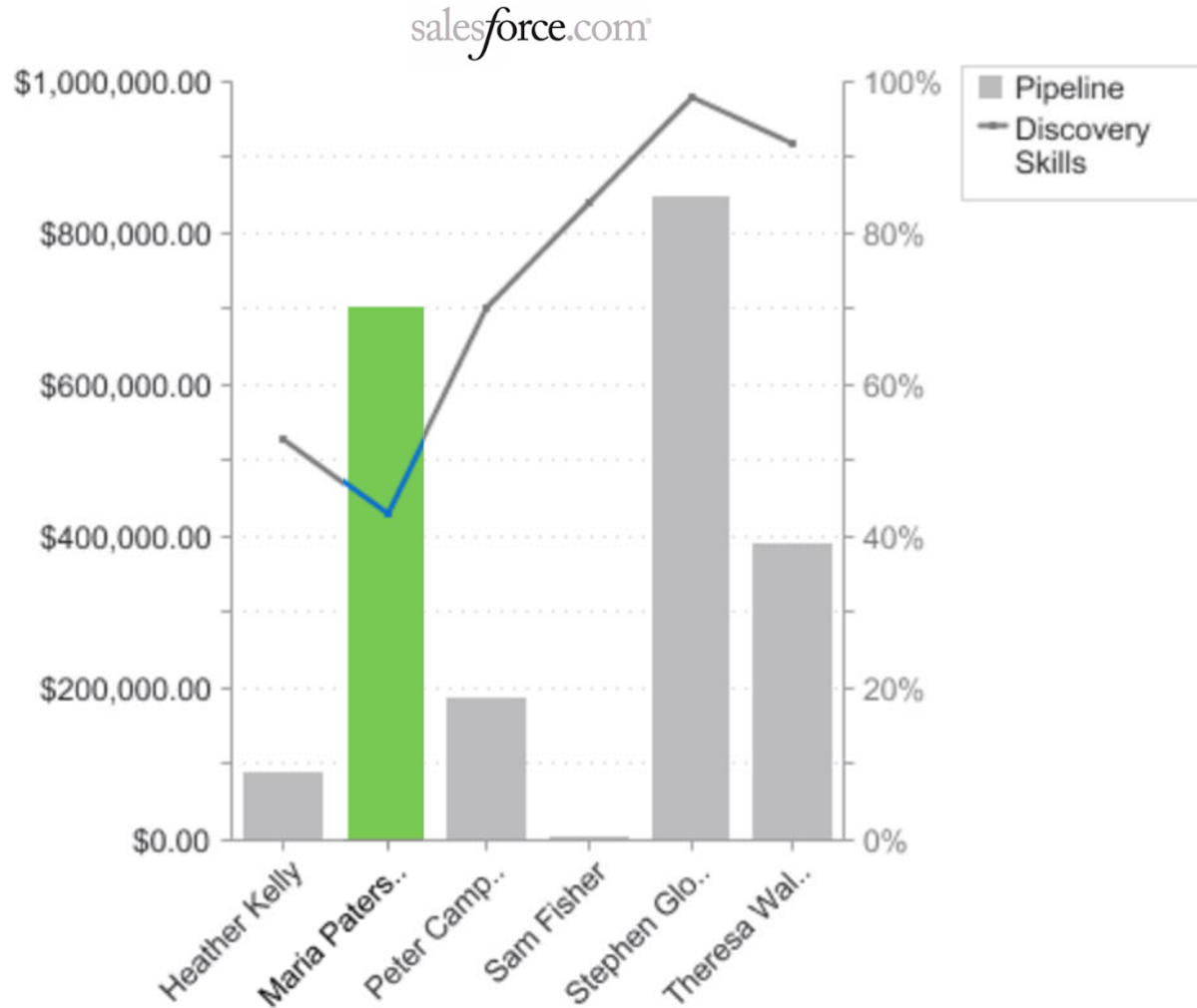
Raise
**Early stage proficiency
to 80%**

- Proficiency combined with opportunity count and value help you measure the business impact or opportunity
- Provide clear, metrics-driven goals to your frontline managers
- Create a system that measures the business outcomes of sales enablement

Business Insight

Best Practice:

Get executive buy-in to recognize and track proficiency scores as a key risk indicator



Continuous Sales Enablement

Smart Coaching



Best Practice:

Use proficiency heat maps for proactive continuous enablement

Tie enablement to proficiency score correlated to performance outcomes

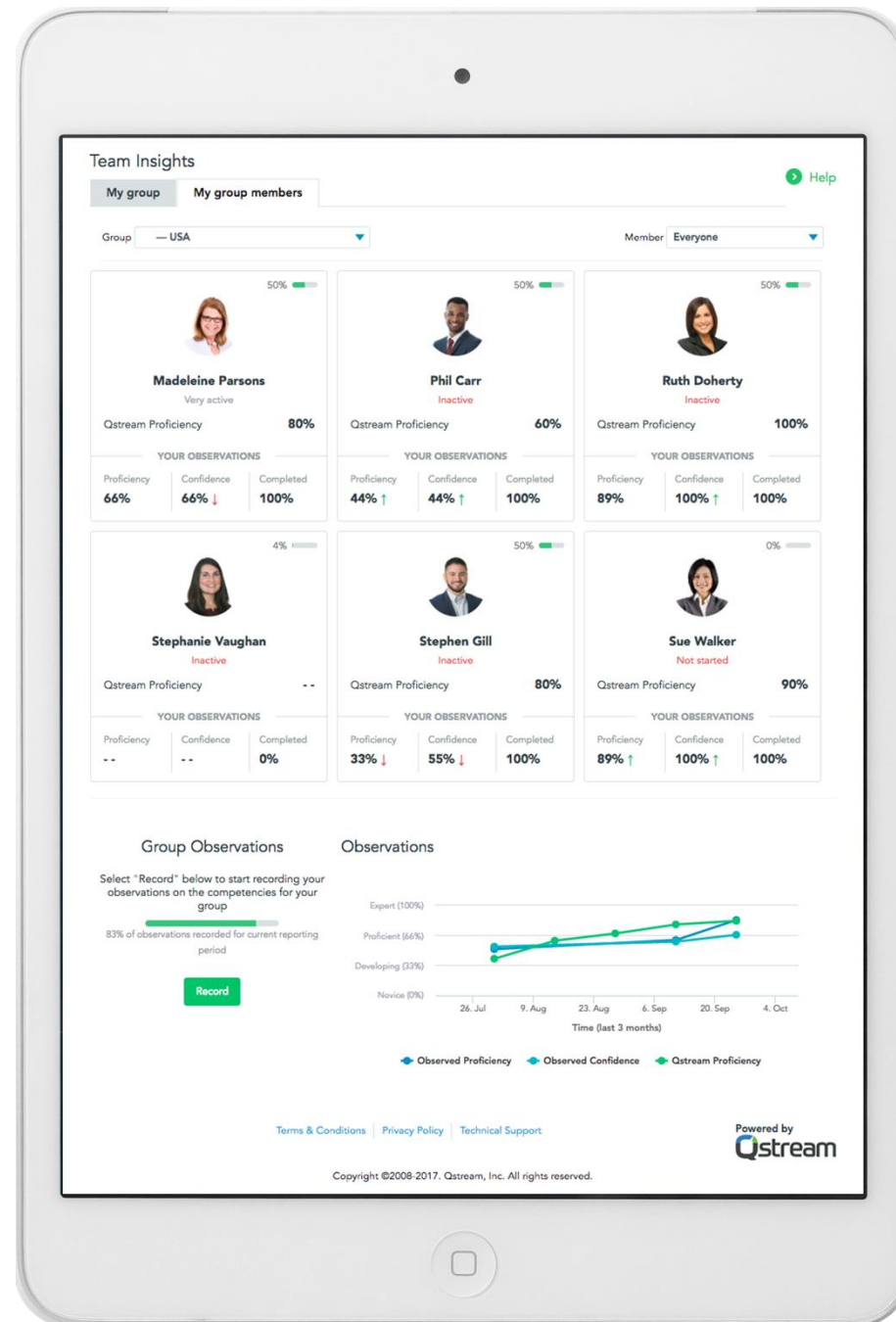
Smart Coaching

Data-driven Coaching Hub®

Use tools that scale, but don't overwhelm sales reps and frontline managers



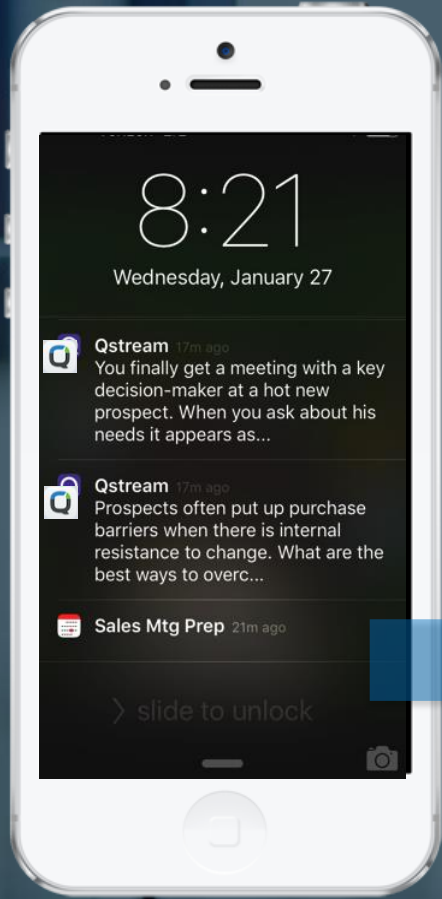
Winner
People's Choice Stevie® Award
Best B2B Product



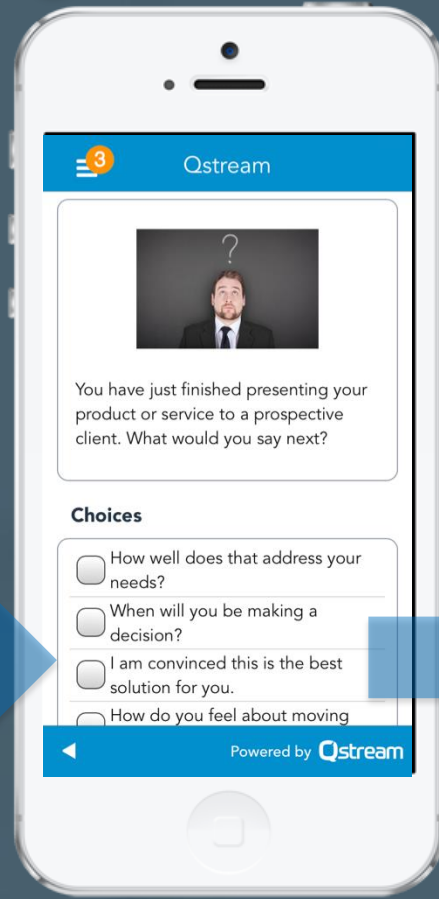
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Built for Sales

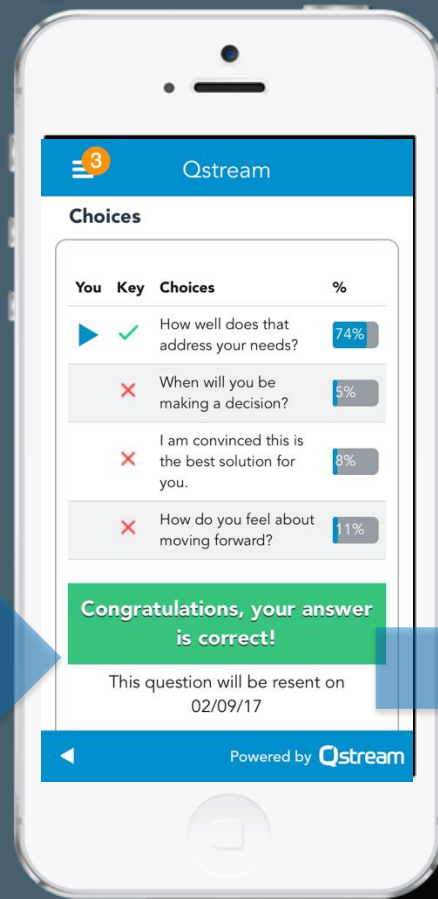
1 Notification



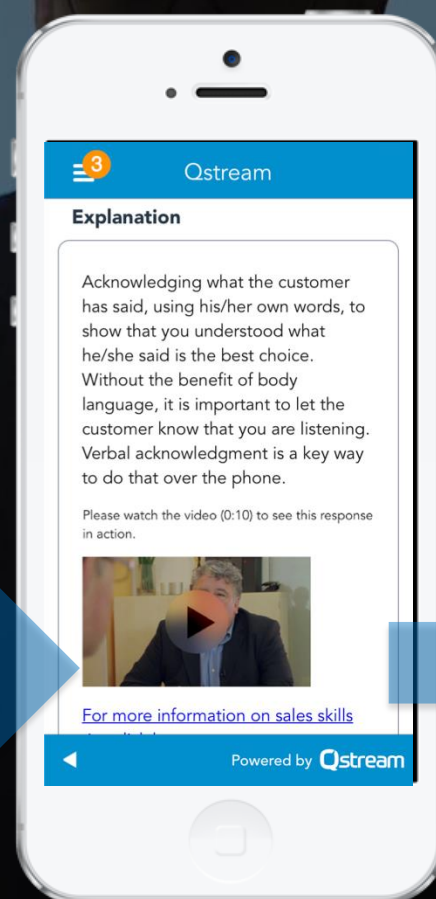
2 Challenge



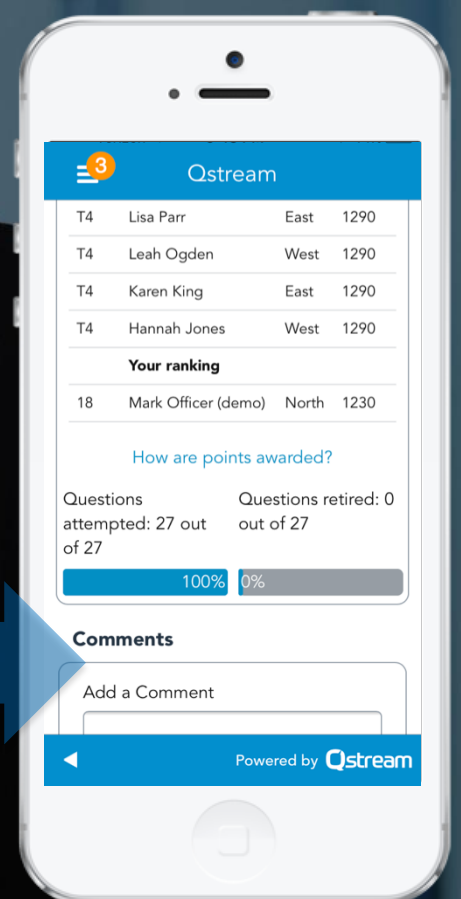
3 Results



4 Explanation



5 Leaderboard



User Success: Accelerated Onboarding



3,000

Sales reps



98%

Engagement



23%

Proficiency
improvement in weeks

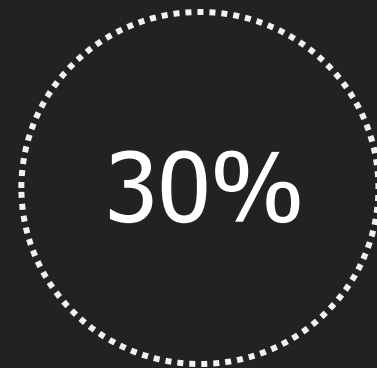
Linked in



Success Story: Linking Enablement to Business Outcomes



Prospects That Took
a Second Meeting



Pipeline Increase
Relative to Engagement



Increase in Product &
Message Proficiency



Moving Toward Continuous Sales Enablement

- Define clear pipeline stage definitions with exit criteria
- Policies to enforce stage criteria
- Capture and track historical stage conversion metrics
- Visualize volume, ASP and conversion as benchmarks/waterfalls
- Find tools for quantifiable skills assessment – not check box
- Capture exit criteria proficiency scores
- Correlate proficiency with pipeline metrics

Questions?

Thank You!



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Additional Resources:

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Association for
Talent Development

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