

Trends to Shape Sales Enablement Success in 2020

Learning More About SELL 2019

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Agenda

- **Recurring Sales Enablement Trends and Significance:**
 - multidisciplinary approach for talent management
 - framework
 - management alignment and development
 - technology landscape
- **Learning More: What Is SELL?**
 - when and where
 - presenters and topics covered at SELL 2019
 - why come to SELL
- **Q&A and Wrap-Up**

POLL

What best describes your current role?

- ☐ Learning and Development
- ☐ HR
- ☐ Sales / Sales management
- ☐ Other (please write in Chat Box)

POLL

How long have you been actively working in Sales Enablement?

☐ Less than three months

☐ 3 months to 1 year

☐ 1-2 years

☐ More than two years.

Top Recurring Trends

Multidisciplinary Approach for Talent Management



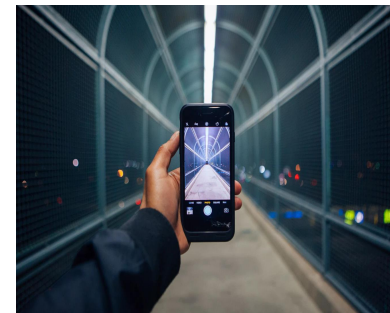
Management Alignment and Development



Framework



Technology Landscape



Multidisciplinary Approach for Talent Management




Multidisciplinary Approach for Talent Management

- ❑ acquisition
- ❑ development
- ❑ retention



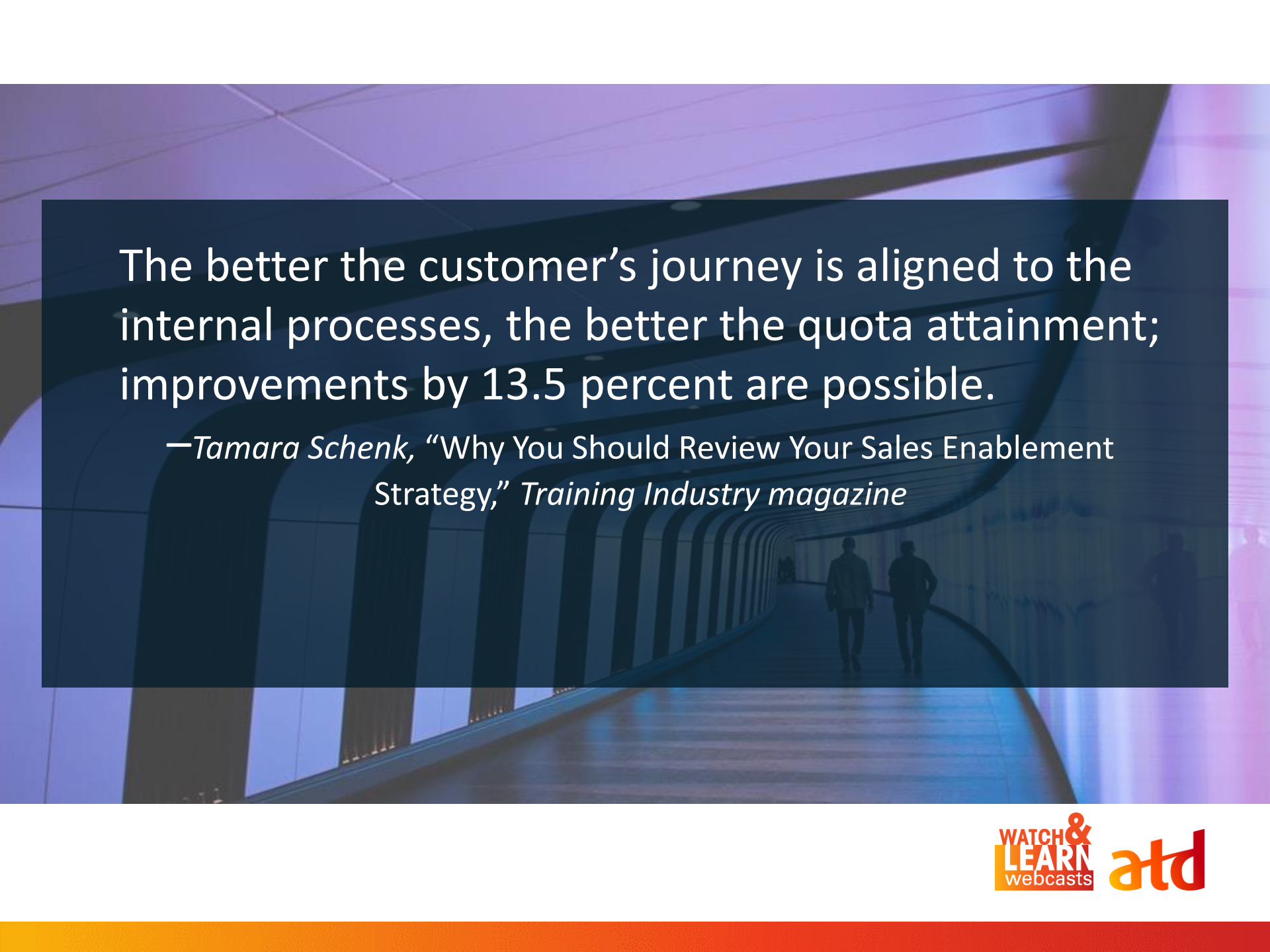
The World of Disciplines Is Growing





The goal of sales enablement is to align the intersecting elements of sales, marketing, customer care, product/brand management, legal, and human resources to improve seller productivity and enhance the buyer experience.

—Roderick Jefferson, Sales Hacker



The better the customer's journey is aligned to the internal processes, the better the quota attainment; improvements by 13.5 percent are possible.

—*Tamara Schenk, "Why You Should Review Your Sales Enablement Strategy," Training Industry magazine*

Framework



WATCH &
LEARN
webcasts

atd

Framework

Sales Competency Models

- organizations using an internally developed model – 66%
- organizations using a third-party model – 13%
- organizations that don't use a model – 15%

(Source: ATD 2019 *State of Sales Training* research report)

Framework

ATD Sales Competency Model



Framework

Results When Using

This study found that high performers were significantly more likely to use a sales competency model.

*(Source: ATD 2019 **State of Sales Training**)*

Win rates increase by 59% with a more formal approach.

(Source: CSO Insights 2018 Sales Enablement Report)

Manager Alignment and Development



Manager Alignment and Development

It's All About Coaching

- coaching sales reps
- coaching sales managers
- coaching sales managers to coach

62% of organizations use coaching. *(ATD Sales Coaching Study 2018)*

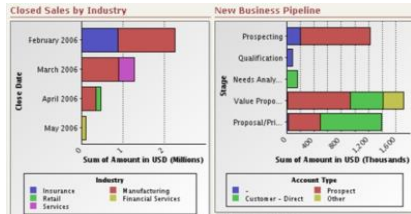
Benefits of Coaching

Survey results of ATD study by percentage



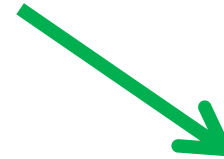
Importance of Measuring ROI Increasing Win Rates

TYPE OF MEASUREMENT AGREE?



Milestones and metrics

52.2%



Leading/lagging indicators

51.6%

61.4%

WIN RATE

Tailored metrics for sales
productivity

49.5%




Source: CSO Insights 2018 Sales Enablement Report

Technology Landscape



Technology Landscape

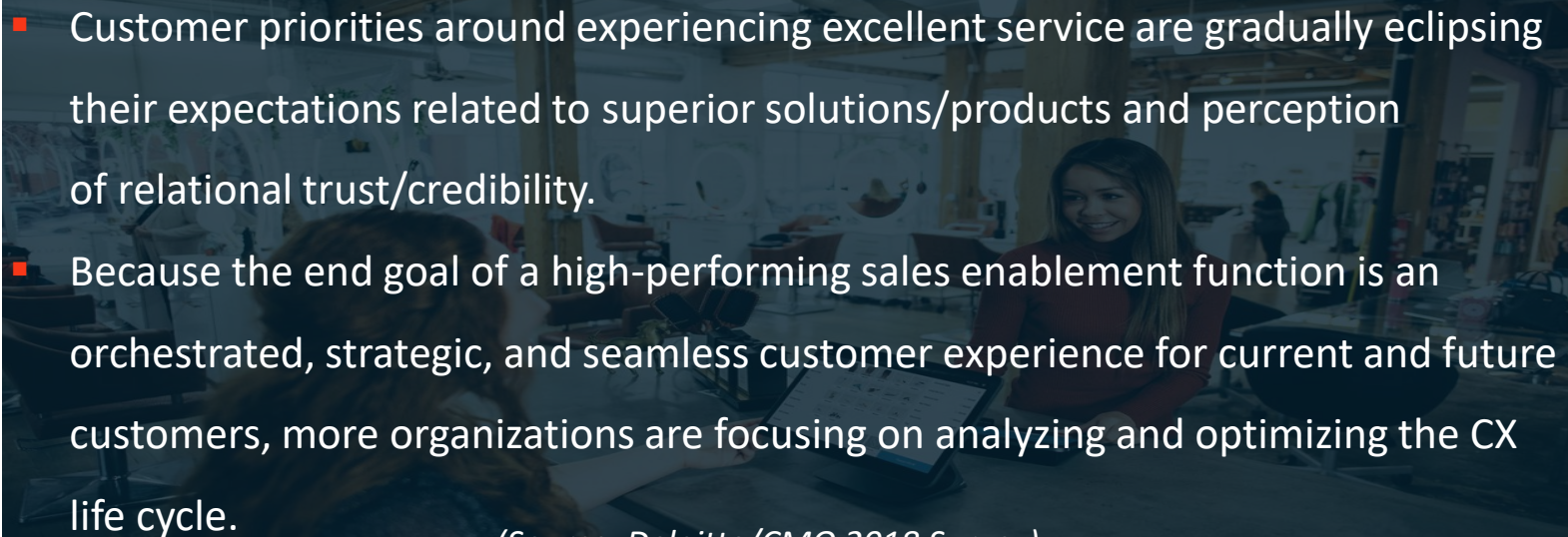
Trend #1: The Rise of Artificial Intelligence

- 
- Sales and marketing collaboration process will be closer than ever
 - Sales force automation (SFA) will be streamlined with less
 - Sales performance management (SPM) will be based on accurate forecasting
 - Sales enablement will rely on streamlined workflows

(Source: zoom.ai AI Trends that Will Drive Sales Enablement in 2019)

Technology Landscape


Trend #2: Focus on CX

- 
- Customer priorities around experiencing excellent service are gradually eclipsing their expectations related to superior solutions/products and perception of relational trust/credibility.
 - Because the end goal of a high-performing sales enablement function is an orchestrated, strategic, and seamless customer experience for current and future customers, more organizations are focusing on analyzing and optimizing the CX life cycle.

(Source: Deloitte/CMO 2018 Survey)

Technology Landscape

Trend #3: Smarter Integration



As an alternative to the status quo of multiple disparate platforms with less-than-optimal utilization rates, sales enablement leaders are prioritizing investment in integrated, enabling technologies that transcend channel lines and deliver actionable insights.

Source: Forrester report 2018

POLL

What is your knowledge of SELL?

- ☐ a. SELL – Hmm? Is this a sales conference?
- ☐ b. I've gone to the website. Would like to learn more.
- ☐ c. I was there last year and want to find out what's new.
- ☐ Other (please write in Chat Box)

SELL 2019



What Is SELL?

Sales Enablement Learning and Leadership

- **Prepares, Supports, and Equips You to Enable Quota Achievement**
- **Two Tracks**
 - learning
 - leadership
- **Panel Discussions**
- **Practical Workshop – “Boot Camp”**

A Sample of Presenters

Trend

**Multidisciplinary Approach
for Talent Management**



Andy Rose (*Keynote*)



Mark Donnolo

Framework



Matthew Hawk, PhD
(*Boot Camp*)



Mike Kunkle

A Sample of Presenters and Themes

Theme

Speaker

**Management Alignment
and Development**



Stephanie Trotter



Liz McCormick

Technology Landscape



Sharon Ruddock

Why SELL?

Sales Enablement Learning and Leadership

- **Executive Leadership**
- **Lunch & Learns and Sunrise Panel**
- **Practical Workshop** – collaborate and work with peers
- **Digital Toolkit** – actionable tools to apply

Consider Coming to SELL 2019



sell

**OCTOBER 8-9, 2019
LAS VEGAS, NV**

**Do you need a fully integrated
sales enablement practice?**

BUILD IT AT SELL

The banner features a dark grey background with a large green arrow pointing upwards and to the right. The word 'sell' is written in a large, bold, sans-serif font. Below it, the dates and location are listed. To the right, a question is posed in a bold, sans-serif font. At the bottom left, a green button with a black border contains the text 'BUILD IT AT SELL'.

SELL 2019

A promotional banner for the ATD Sell Las Vegas 2019 event. The background is a dark blue cityscape at night. On the left, the text 'atd sell' is in white, with a green line graph arrow pointing upwards through the word 'sell'. Below this, the text 'LEADING AND ENABLING A THRIVING SALES ORGANIZATION' is in green. On the right, 'LAS VEGAS' is in large green letters, 'OCTOBER 8-9' is in large white letters, and 'TD.ORG/ATDSELL19' is in green.

atd
sell

LEADING AND
ENABLING A THRIVING
SALES ORGANIZATION

LAS VEGAS
OCTOBER 8-9
[TD.ORG/ATDSELL19](https://td.org/atdsell19)

Questions and Answers

Upcoming Webcasts

A Framework for Building a Successful Sales Force

August 1, 2019

11 a.m. EDT

Formalize your Sales Enablement practice with
Building Blocks & Systems Thinking

August 22, 2019

2 p.m. EDT

Thank you!