

Essential Sales Enablement: How to Prepare for 2021



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What We'll Cover Today

1. Planning for the next normal
2. What is Modern Sales Enablement
3. 4 Elements of a Modern Approach
4. The 2021 Sales Enablement Checklist



Planning for the Next Normal

- Virtual selling is now the standard
- Experts say this is here to stay
- Content, tools and knowledge are the key aspects



What is Modern Sales Enablement?

- Empowering your sales organization with the right tools, content, and information to sell successfully
- Support sellers with more than a content dump



What is Modern Sales Enablement?

- Support them with:
 - The best content
 - The deepest and most current insights from SMEs
 - The infrastructure to deliver key knowledge at the time of need



What is Modern Sales Enablement?

- 360 degree process
- Mobile access
- Track analytics on usage
- Gather direct feedback from reps to improve



4 Elements of Modern Sales Enablement

- Learning
- Content
- Collaboration
- Insight



4 Elements of Modern Sales Enablement

Learning:

- Foundational training
- Reinforcement
- Just-in-time learning
- Bridge the gap from training to behavior change



Learning Focused on the Moment of Need

- Focus on the moment of need first, then spread the effort over the right mix of learning & reinforcement tactics



4 Elements of Modern Sales Enablement

Content:

- Create, manage and track marketing collateral
- Discover, access and share from anywhere
- Activate content with messaging and talk tracks to make sure its delivered at its best

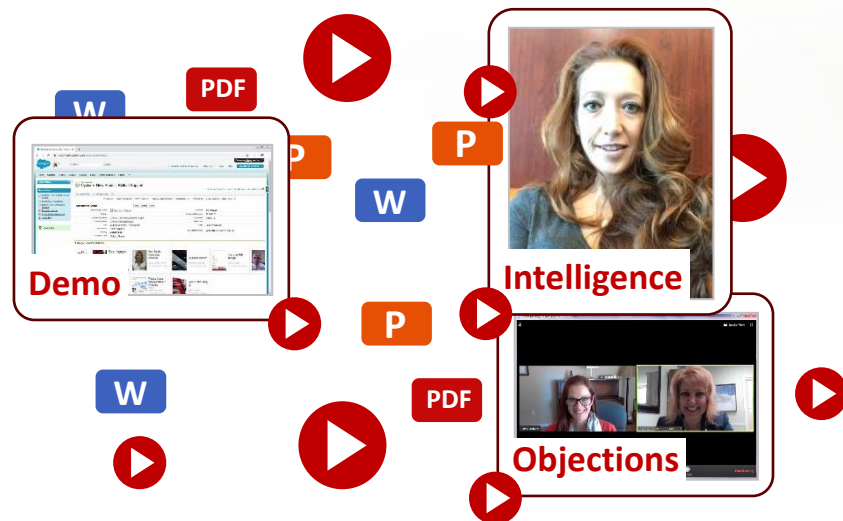


Sales Content Types

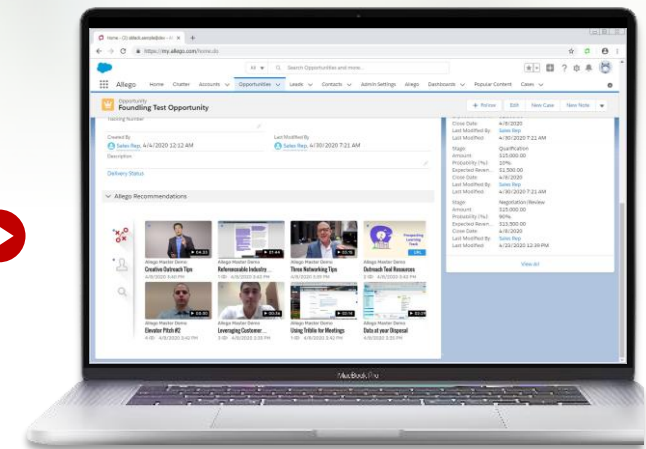
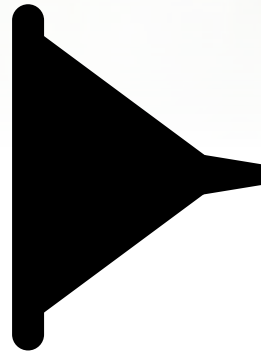


Content Accessed and Created Just-in-Time

- Alongside formal digital assets, tap into agile crowd-sourced videos, recommended and discovered in the moment



***SALES ASSETS ALONGSIDE
AGILE CONTENT***

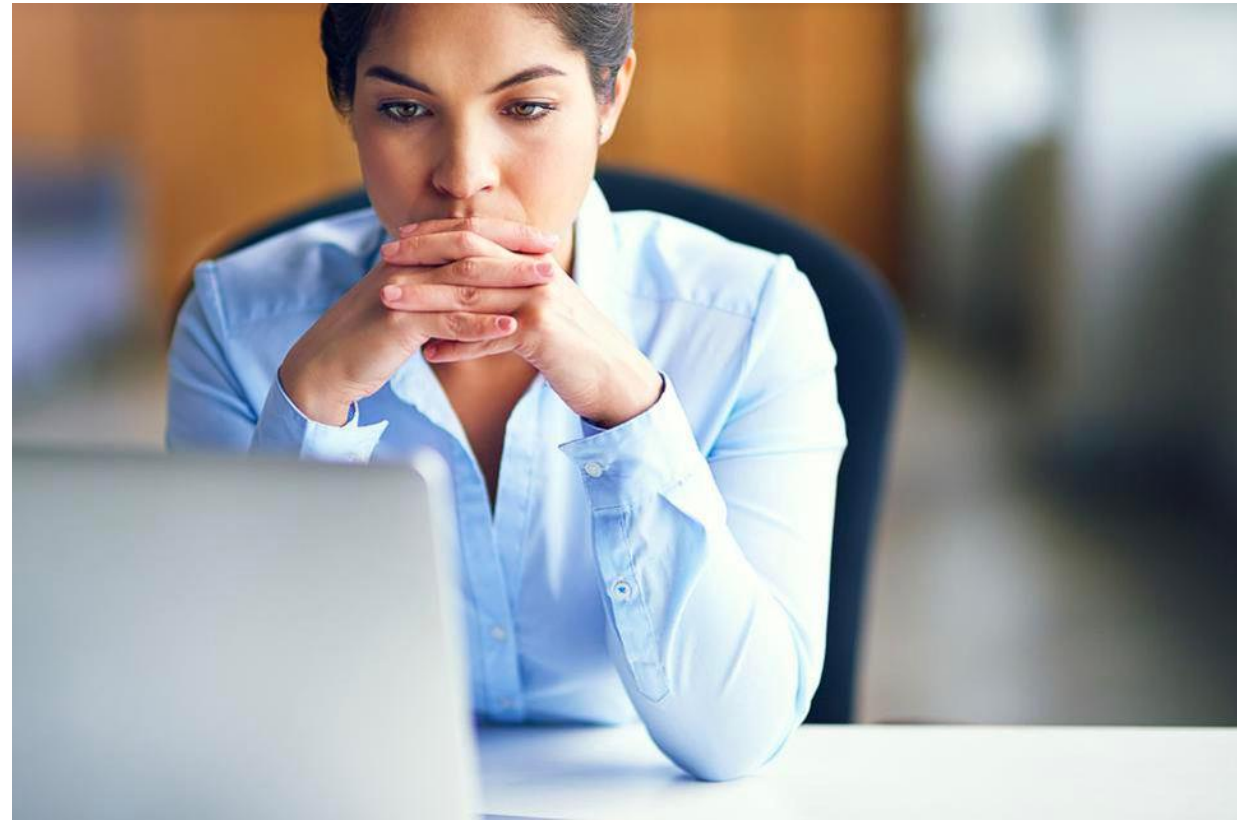


***SMART RECOMMENDATIONS
& ACCESS EVERYWHERE***

Poll Question

How many content pieces does the average buyer engage with before making a purchase?

- Less than 5
- 5 to 10
- More than 10



4 Elements of Modern Sales Enablement

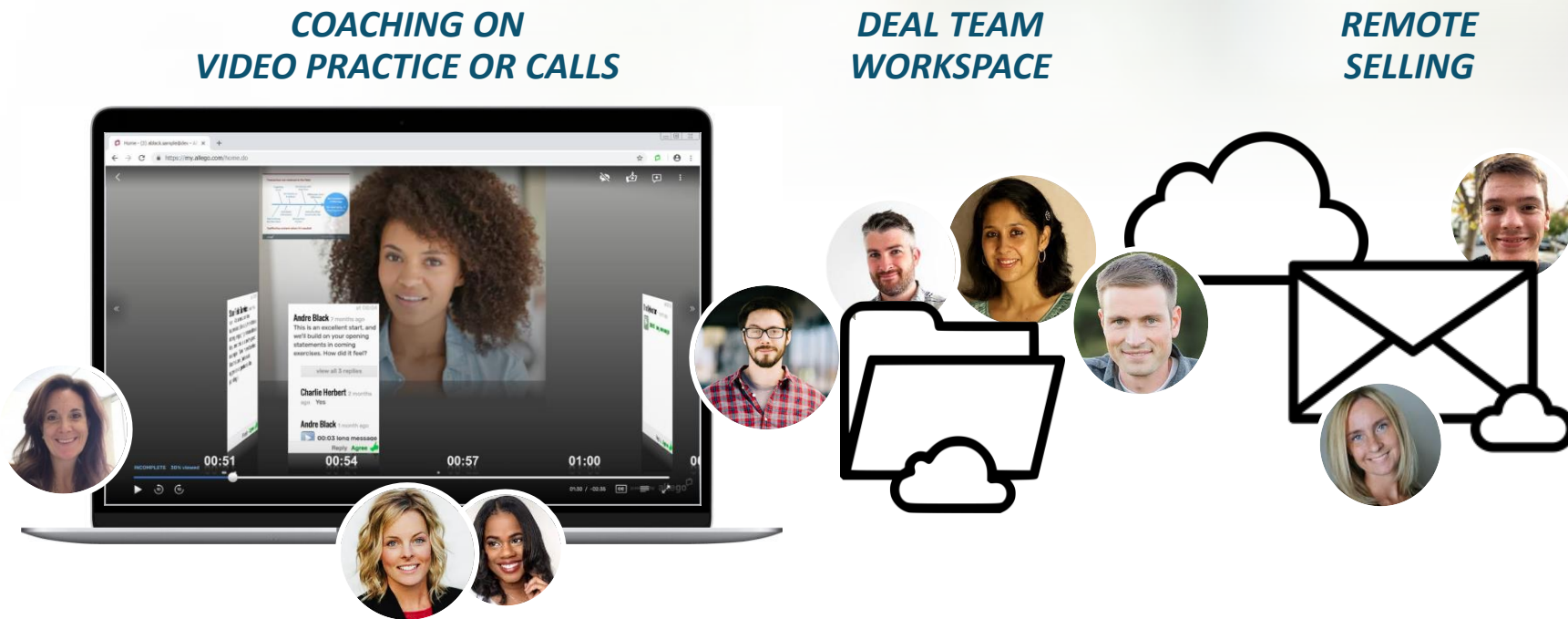
Collaboration:

- Rich and engaging user generated content
- Content captured from actual sales calls
- Foster interaction between reps, managers, SMEs and buyers



Collaboration and Exchange Calendar-Free

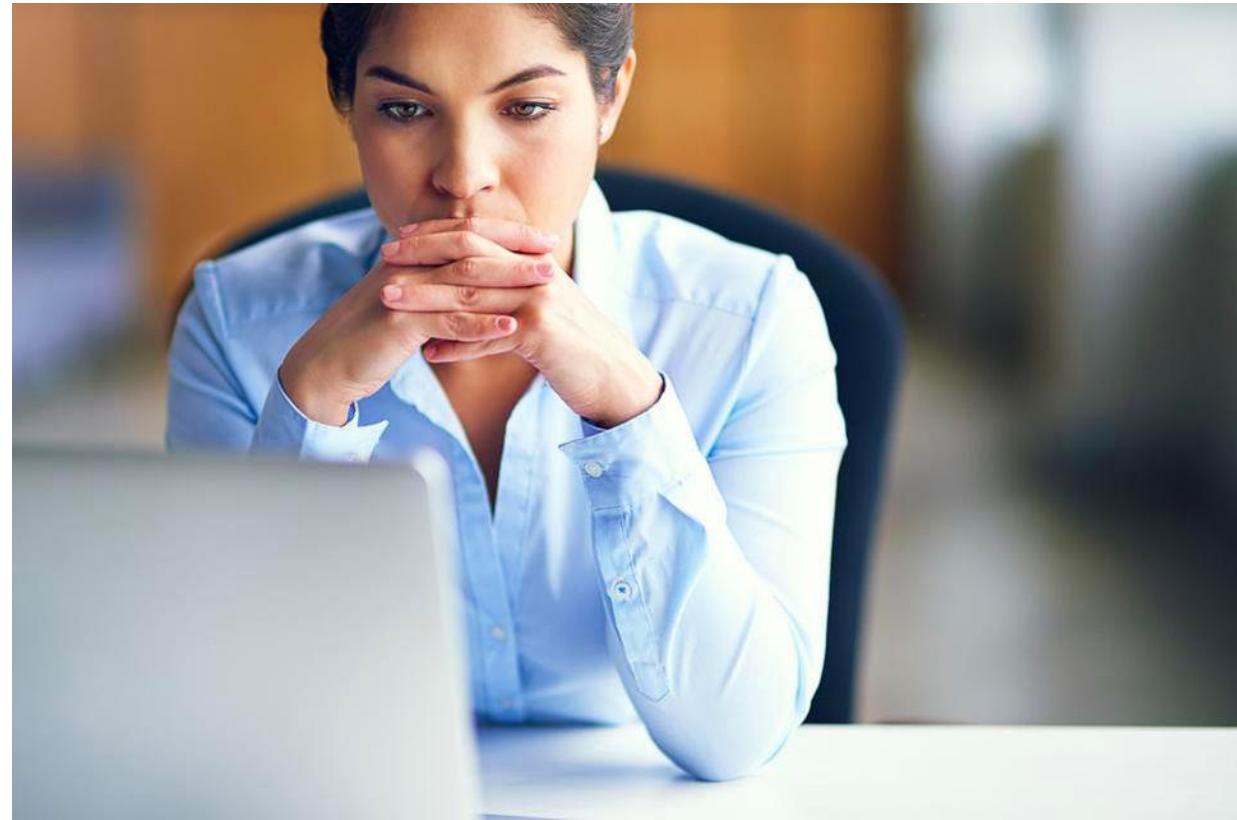
- ❏ Virtually exchange videos, behaviors, and messages, unconstrained by calendars & travel



Poll Question

I believe my marketing team knows which content our sellers use most?

- ☐ Agree
- ☐ Disagree



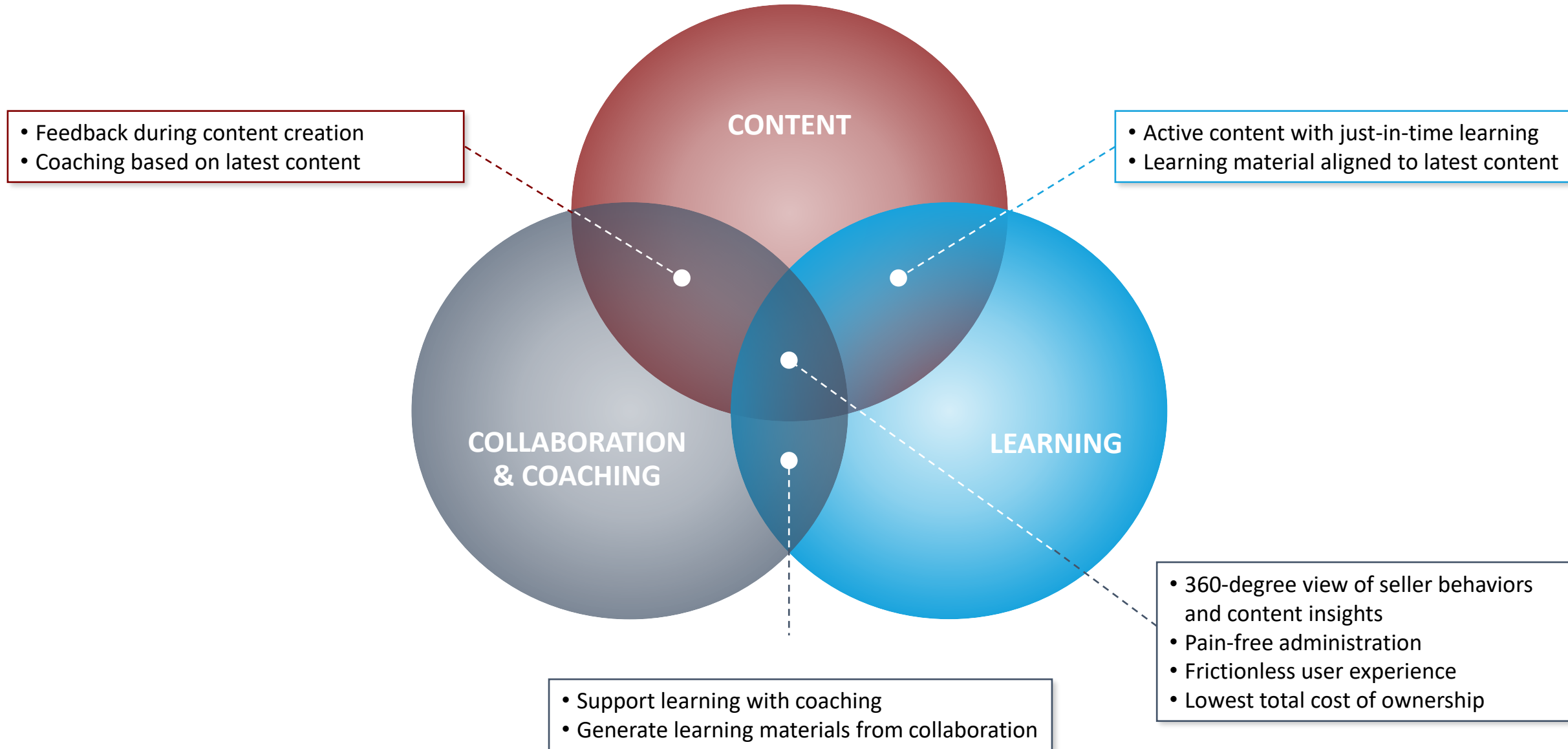
4 Elements of Modern Sales Enablement

Insight:

- Data-driven decision making around:
 - Learning
 - Coaching
 - Collateral usage
 - Call performance
 - Buyer engagement
- Which pieces are correlated to success?



Integrated Sales Enablement





Your 2021 Sales Enablement Checklist

- Learning
- Content
- Collaboration
- Insight



Your 2021 Sales Enablement Checklist

Learning:

- Prepare your team for remote selling
- Train sellers on how to deliver effective virtual presentations
- Setup seller practice and role play sessions

A glowing lightbulb hangs from a cord in the foreground, casting a warm light. In the background, a group of people are seated around a dark table in a meeting room, working on laptops and papers. The background is blurred, emphasizing the lightbulb.

Your 2021 Sales Enablement Checklist

Content:

- Organize sales collateral and make it available remotely
- Enable sellers to personalize content and messages to differentiate themselves
- Activate sales collateral with messaging, talk tracks and win stories



Your 2021 Sales Enablement Checklist

Collaboration:

- Make it easy to share info and best practices with each other
- Update tools to coach, review calls, presentations and give feedback
- Give sellers a way to tap into subject matter experts knowledge

Your 2021 Sales Enablement Checklist

Insight:

- Consolidate learning, coaching, collateral usage and call performance analytics
- Determine which content is most and least effective
- Analyze buyer engagement to tie actions with outcomes



How do I bring these pieces together?

- Find a solution that fills multiple areas of need
- Think about time, resources and scalability
- Focus on how this will grow our efficiency



Questions?



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Check out our new eBook:
[Allego.com/enablement](https://allego.com/enablement)



Thank you for joining us!

