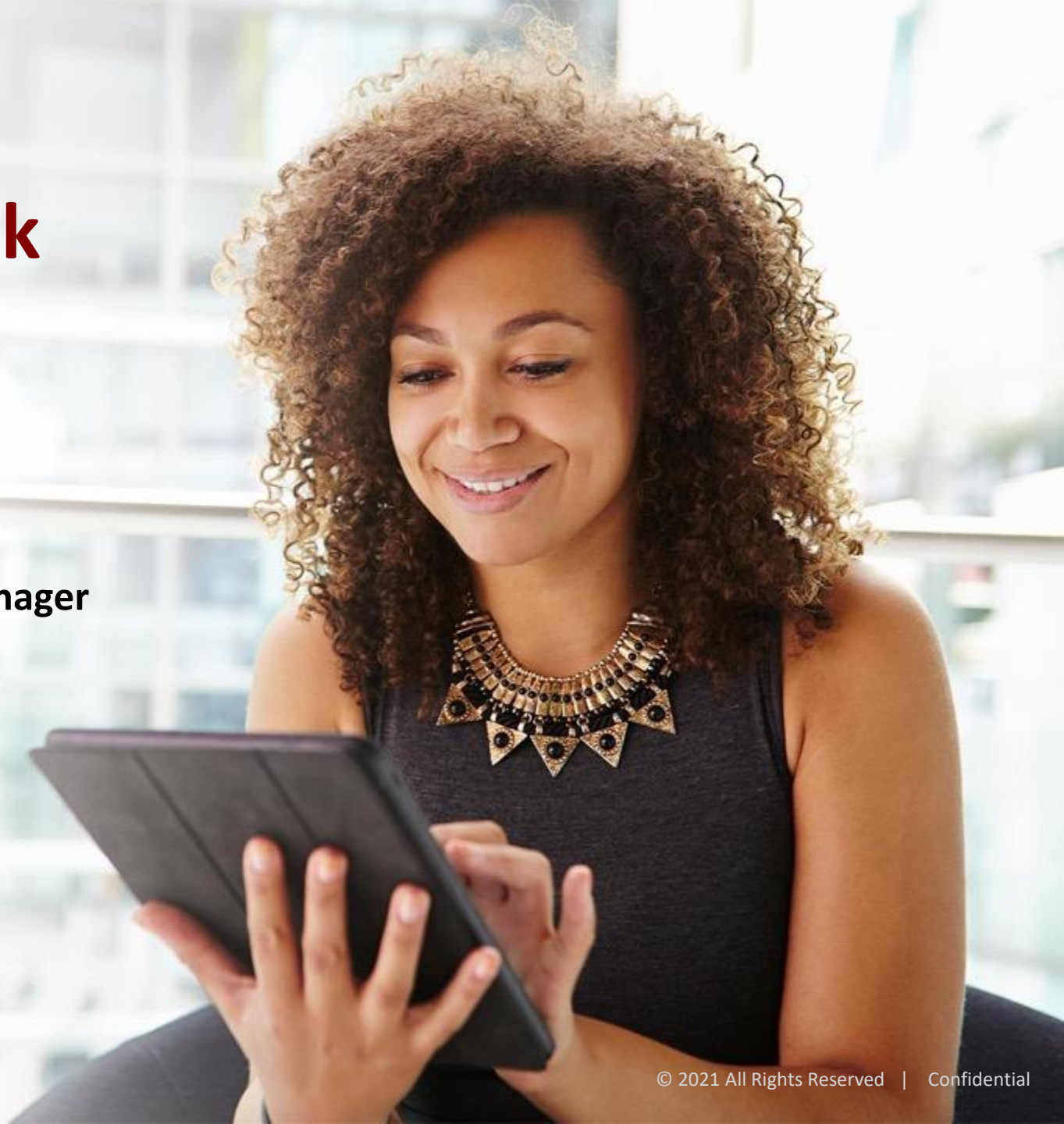# Scaling Sales Enablement: How to Kick Sales Into High Gear

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# Agenda

1. Adapting to the Next Normal

2. 4 Signs that it's Time to Scale

3. 3 Keys to Driving Sales Enablement Effectiveness and Efficiency



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# Adapting to the Next Normal

- The pandemic exposed any weaknesses in people, plans, and processes

- Organizations are realizing that sales enablement is no longer optional

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# Adapting to the Next Normal

High-level questions to think about:

- How do you support more sellers when your company is growing?

- How do you support sellers AND other client facing teams?

- How do you ramp up programs without growing your team?

# Poll Question

Which of these is currently holding back your sales enablement program from growing?

- Time to onboard new reps
- Decisions aren't data driven
- Sales content isn't directly moving deals along
- Sellers spend too much time seeking content and info

# 4 Signs It's Time to Scale

1. New hires aren't getting up to speed quickly enough

2. Decisions are based on gut feelings instead of data

3. Your content isn't helping reps make sales

4. Sellers spend too much time on admin instead of selling

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# Reps aren't ramping fast enough

- Is it taking too long to get new sellers deal ready?

- Is it the training material or the cadence of the onboarding program?

- More up front support shortens ramp time

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# Gut feelings instead of data driven decisions

- Ask questions like:
  - Which pitch is most successful?
  - Which content is being used?
  - What is the best way to handle a specific objection?
- You must use data to make tough decision on rep performance or content creation

# Content isn't helping reps make sales

- Ask questions like:
    - Are reps using content to nurture and move deals at each stage in the buying process?
    - Are buyers engaging with the content that reps do send?
- You must align marketing and sales goals and activate new content by training reps

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# Sellers spend too much time on admin work

- Ask questions like:
  - Do your sellers waste time hunting for content?
  - Can we answer rep questions faster with better knowledge sharing?

- Your sales enablement strategy must deliver the information sellers need quickly to free them up to go sell

# Poll Question

Do you feel that you have the right technology in place to support your growing sales enablement efforts?

- Yes
- No

# 3 Keys to Driving Sales Enablement Effectiveness and Efficiency

1. Garner a high level of influence within your internal teams

2. Cooperate with your internal teams

3. Get the right set of tools

# Grow Your Influence

- Sales leadership must support your initiatives

- Internal SMEs must contribute their knowledge to share

- Sales managers, sales trainers, sellers must buy into your plans and processes

# Grow Your Influence

- Action Items:
  - Secure an executive champion
  - Align on goals
  - Boost visibility with regular communications to the whole org
  - Create a feedback loop

# Leverage Internal Experts

- High-performing sales enablement initiatives depends on a steady stream of content

- Leverage the expertise of your sales leaders, subject matter experts, and the sellers themselves

# Leverage Internal Experts

- Action Items:
  - Align sales with marketing
  - Enlist internal SMEs
  - Coach the coaches
  - Crowdsource learning
  - Coordinate content
  - Create a culture of continuous learning

# Implement Effective Tools

- The typical stack includes an LMS/LXP, SCM, and tools for call coaching, role play, reinforcement, video engagement and more

- The most efficient approach is having learning, content, and collaboration all in one place
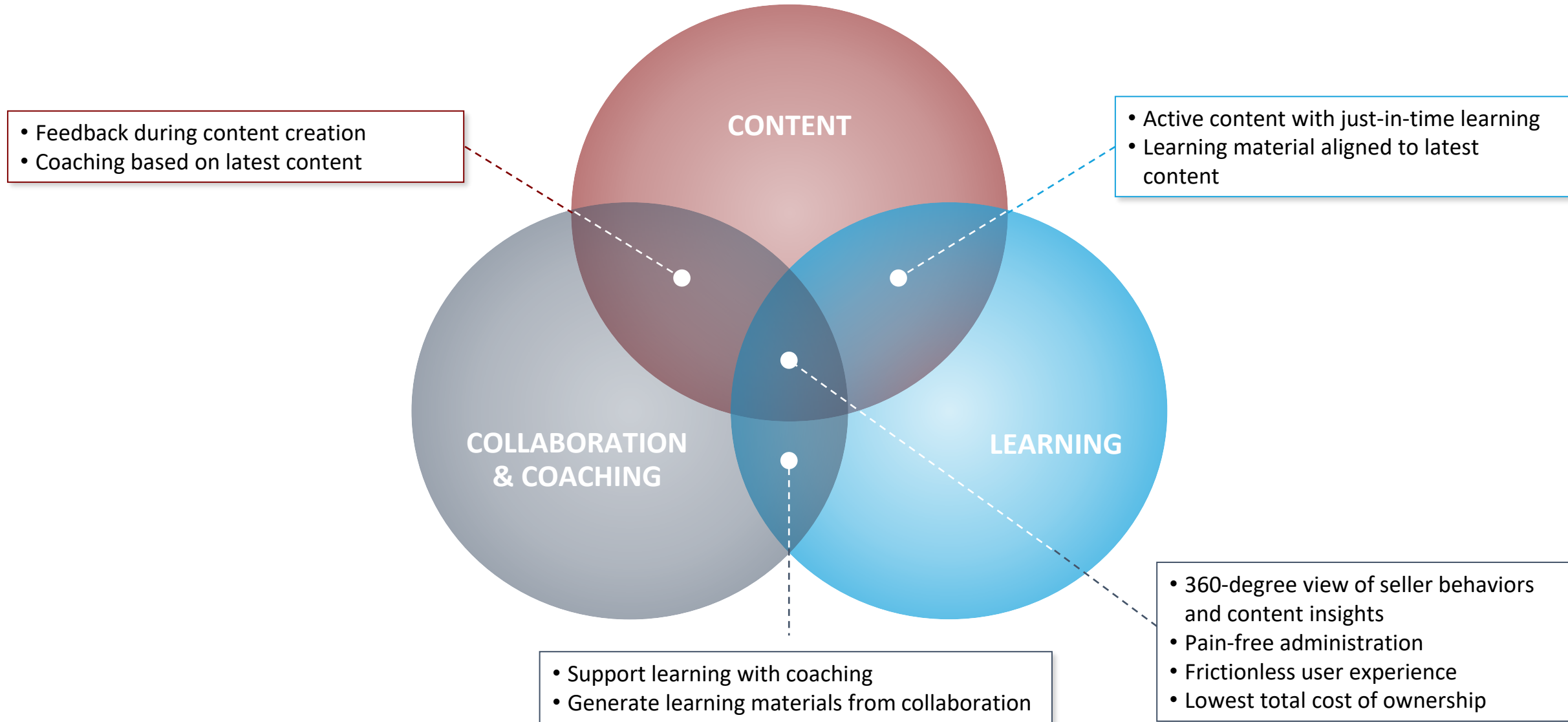
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# Implement Effective Tools

- Action Items:
  - Replace siloed tools with an all-in-one solution
  - Gain a 360° view of success metrics to make data driven decisions
  - Increase user adoption by giving them one place to get everything needed
  - Reduce admin work and cut costs with less sales team systems
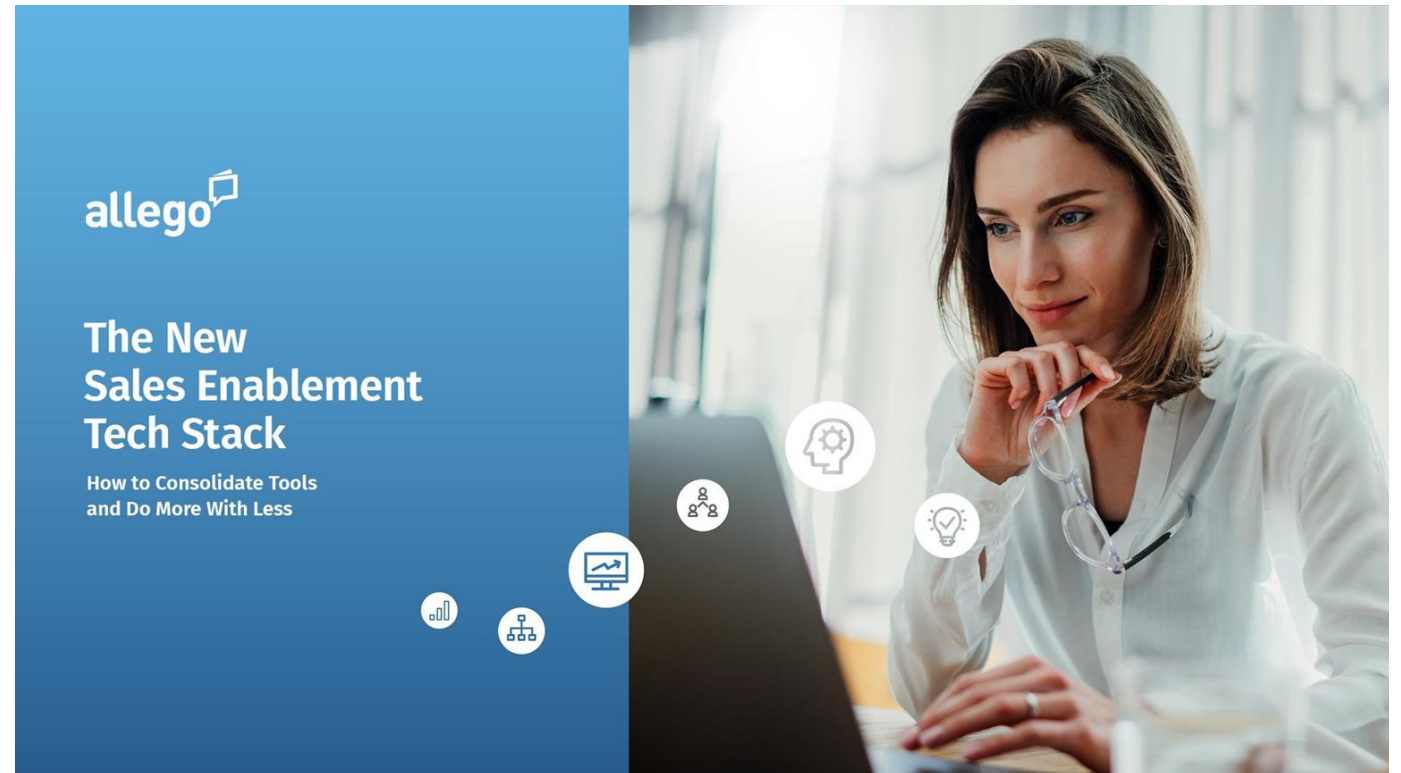
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# Integrated Sales Enablement



- Feedback during content creation
- Coaching based on latest content

**CONTENT**

- Active content with just-in-time learning
- Learning material aligned to latest content

**COLLABORATION & COACHING**

**LEARNING**

- Support learning with coaching
- Generate learning materials from collaboration

- 360-degree view of seller behaviors and content insights
- Pain-free administration
- Frictionless user experience
- Lowest total cost of ownership

# Questions?

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# Check out our new eBook:

## Allego.com/techstack



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### The New Sales Enablement Tech Stack

How to Consolidate Tools and Do More With Less

# Thank you for joining us!