A Sales Leader's All-Inclusive Guide to

SALES ENABLEMENT

mediafly®

A Sales Leader's All-Inclusive Guide to Sales Enablement

Your buyers have changed. They have more information at their fingertips and are engaging with salespeople later in the buying cycle than ever before. In fact, up to seventy percent[1] of the information B2B buyers see on your product is self-discovered online, not given to them by sales reps. When they finally engage with a seller, their expectations are high. They don't want to hear your static, boring pitch deck centered around the features and functions of your product. Today's buyers demand consistent and engaging experiences tailored to their business or industry.

Are all of your sales reps equipped to lead these value-driven discussions? Can they effectively communicate how your product or service will solve for buyers' unique challenges and help them achieve their financial goals? If you can't confidently answer these questions, you're not alone. Over the last 5 years, spending on sales enablement technology has increased sixty-nine percent[1]. Companies of all sizes across every industry are recognizing the importance of enabling their sellers with tools to boost productivity, improve sales agility, and capably differentiate themselves from the competition. Those who don't will be left behind.

In this guide, we'll provide a comprehensive overview of what sales enablement technology is, how it can help your organization increase sales efficiency and empower reps to lead more effectual and consultative sales discussions that drive business growth, and how to get the buy-in you need to make it happen.

SEARCH

Sales enablement |

70%

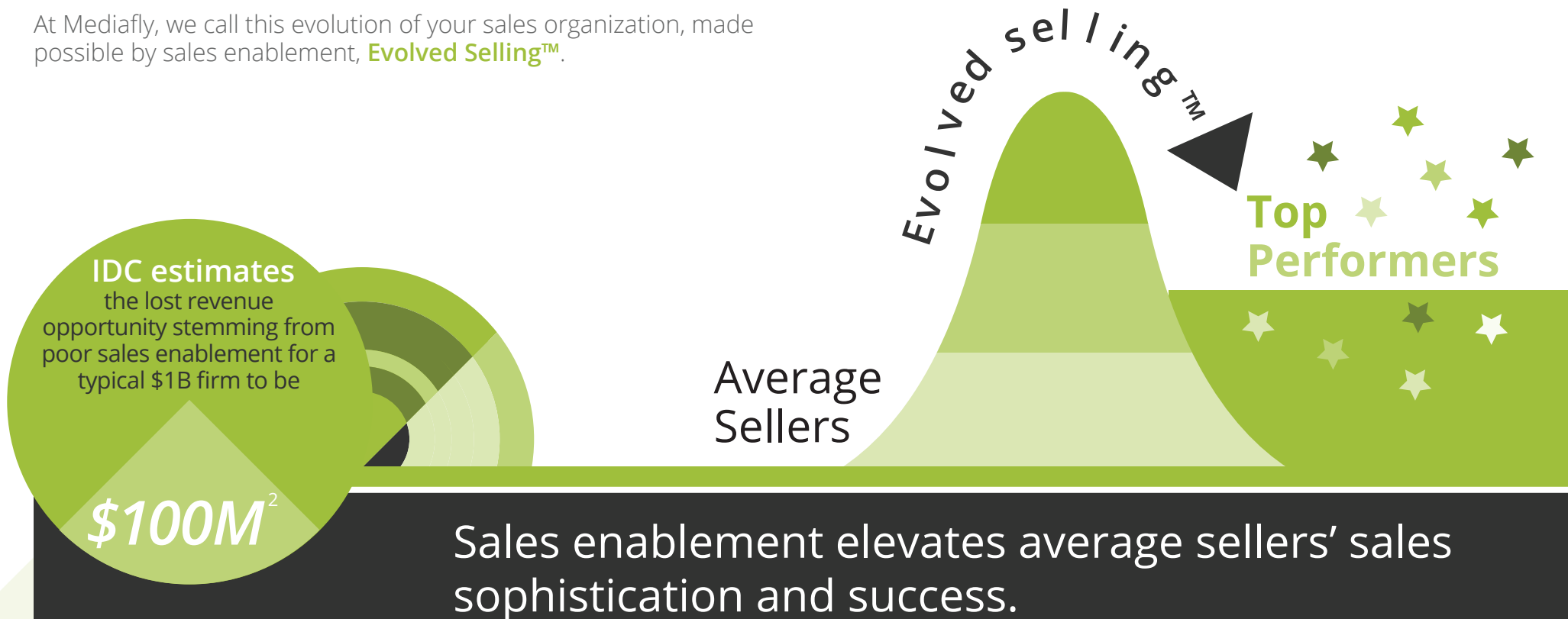of information B2B buyers see on your product is self-discovered online

-6Connex

Today's buyers demand consistent and engaging experiences tailored to their business or industry.

What is Sales Enablement?

Analyst firm Forrester Consulting defines sales enablement as "a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return on investment of the selling system." But what does that actually mean?

If you think of your sales force in the context of a bell curve, imagine your top performers on the right-hand side and the rest of your sellers on the left. The goal of sales enablement is to move your average sellers over the hump, from left to right, and get them to start selling like a top-performer. Your top sellers tend to be able to confidently articulate the value of your solution in the context of what is important to the buyer. Your new and average sellers may lack the knowledge or natural charisma to execute the same sophisticated, value-based sales presentation that your top-performers do. If you have the right sales enablement technology in place, you can provide the means for new and average sellers to elevate their sales sophistication and success.

At Mediafly, we call this evolution of your sales organization, made possible by sales enablement, **Evolved Selling™**.

Evolved selling™

Top Performers

IDC estimates the lost revenue opportunity stemming from poor sales enablement for a typical $1B firm to be

Average Sellers

$100M[2]

Sales enablement elevates average sellers' sales sophistication and success.

Do You Need a Sales Enablement Platform?

1 Do you have a lot of content or a large product catalog?

2 Are your sales reps able to quickly and easily find and assemble different types of content into engaging and interactive sales presentations that resonate with buyers?

3 Do both your direct and partner sales reps have access to all up-to-date, marketing-approved content in one central location?

4 Are your sellers spending too much time creating average sales presentations?

5 Are sales tasks like data entry taking up valuable time that could be spent selling? Are you struggling to get your reps to log anything at all in CRM?

6 Are your reps still notified about new or updated content via email?

A robust sales enablement technology can save reps time locating content and assembling sales presentations, and eliminate the need to manually log meeting notes and customer data, leaving more time for revenue-generating activities like selling.

Here's a harsh reality. Ninety-five percent[3] of buyers buy from someone who gave them content at every stage of the buying process, yet sixty-five percent of sales reps say they can't find content to send to prospects and ninety percent avoid using the content they can find because it's outdated and not customizable. And while channel partner sales contribute to nearly half of all B2B revenue, 55% of sales and marketing leaders are not confident in - or not aware of - their partners' ability to deliver consistent and compelling sales experiences.[4]

Implementing a sales enablement technology ensures both direct and indirect sales reps can quickly and securely access new and up-to-the-minute content including video, PowerPoint slides, PDF, and more in one intuitive interface. With everything at their fingertips, reps can mix-and-match different types of content to create a customized experience for each individual sales interaction and present it on any device, whether online or off.

When successfully integrated, a sales enablement solution can also automate day-to-day tasks that keep reps from actually selling your product or service.

Today, seventy-one percent[3] of sellers say they spend too much time on data entry. Modern sales enablement technologies utilize artificial intelligence and machine learning to reduce this burden on sales by autonomously capturing content presented in meetings, meeting notes, and customer data and replicating the information in the appropriate CRM record. In addition to saving time for sales reps, this process also offers management and marketers insights into what content is being used at various points in the sales cycle and a true understanding of what content drives revenue, so that they can focus their efforts on creating higher-value assets that help sellers move deals forward.

71%

of sellers spend too much time on data entry

-The Whole Brain Group

Sales enablement technologies utilize AI and machine learning to reduce sales admin time.

7 Are your sellers repeatedly modifying the same canned presentation to "customize" meetings with buyers?

9 Do they lack the ability to personalize presentations based on the customer's industry or business goals/challenges?

8 Can your sales reps utilize input from the buyer to shape discussions around return on investment, opportunity cost or total cost of ownership in real-time?

10 Can they easily and confidently pivot sales conversations to address what the buyer wants to talk about, when they want to talk about it?

In addition to increasing sales efficiency, implementing the right sales enablement solution can improve sales performance for more effective sales engagements that drive revenue.

Eighty-six percent[5] of buyers will listen if sales professionals provide insights about their business, but fifty-eight percent[5] of pipeline stalls because sales reps are unable to add value. With all of the content they need at their fingertips, reps can easily pivot conversations to discuss exactly what the buyer wants to talk about, when they want to talk about it.

Interactive tools including ROI and TCO calculators, health assessments, product configurators, and more built into sales enablement applications empower reps to capture real-time input from buyers and use the data to drive personalized sales conversations. Your sellers teach buyers something new about their industry, business, or market, while effectively quantifying and communicating the value your solution can bring and differentiating your offering from the competition. The capability to push and pull third party industry or product data from providers also enables sellers to use data-driven insights to guide more dynamic and relevant discussions.

$1000

86%

of buyers will listen if sales professionals provide insights about their business

-iPresent
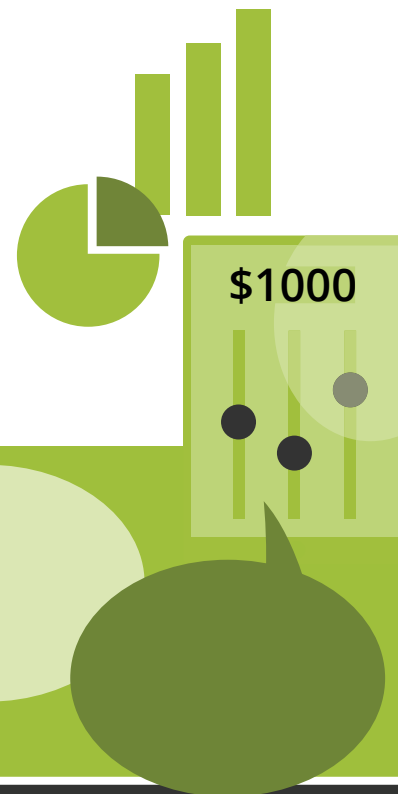
Interactive tools allow sellers to use data-driven insights to guide dynamic and relevant discussions.

How Do You Justify an Investment in Sales Enablement?

The sales enablement space continues to pick up speed with CSO Insights reporting an 81% increase in companies implementing sales enablement programs, titles, and functions from 2016 to 2017, and for good reason. 84% of sales reps achieve quotas if their company has adopted a "best-in-class" sales enablement program.[5] According to Forbes, sales enablement solutions are the top technology investment for boosting sales productivity. Report data shows that 59% of companies that surpassed revenue targets - and 72% that exceeded them by 25% or more - have a defined sales enablement function.[6] Meanwhile, B2B companies that also deploy sales enablement technologies to their channel partners report 1.4x higher revenue growth than companies that don't.[4]

Those who adopt an Evolved Selling approach can expect to accelerate deal closure by 28-43% and drive company growth by 40-60%. Evolved Sellers experience a 70% lift in buyers purchasing more than the original scope of the project because of the value and insights added throughout their sales interactions. They also drive repeat business, with buyers 82% more likely to consider them for future opportunities.[7]

Sales transformation is no longer optional. To succeed in a digital economy, companies need to prioritize sales enablement and give modern buyers what they want - a prescriptive and personalized buying experience that clearly articulates the economic impact your product or service will have on their business.

84%

of sales reps achieve quotas if their company has adopted a "best-in-class" sales enablement program
-Aberdeen Group

Evolved Selling can accelerate deal closure, drive company growth and repeat business.

How Do You Build a Business Case for Sales Enablement?

Your business case should convey the importance of implementing a sales enablement platform to your organization and earn the buy-in you need to move forward with an evaluation.

Since sales enablement is still a relatively new concept and plays a large part in aligning various departments, it's not always clear exactly who your stakeholders will be. Identify who from sales/sales management, sales operations, marketing, IT, and compliance, if your industry is highly-regulated, will be involved in the decision so you can begin to understand and manage competing priorities. You'll also need an Executive Sponsor, preferably someone outside of your own department.

From there, identify the key metrics you'll use to measure the success of your sales enablement implementation, and hypothesize the value you estimate the solution will bring to your business. Use the information included in this guide to help.

Next, build a model in Microsoft Excel or Google Sheets using industry benchmarks, and document your assumptions. Potential vendors can and should provide data around the costs associated with deployment to help you formulate your ROI story. Keep stakeholders and peers involved throughout the process to ensure you are addressing priorities appropriately and continuing to manage expectations.

Once you've finalized and presented your business case and gotten the go-ahead to move forward, re-visit time and time again to measure against set goals and benchmarks. This will ensure you're continuously optimizing your case to address the ever-changing needs of the business.

10 Steps to Build Your Business Case:

1. Identify key stakeholders
2. Obtain Executive Sponsorship
3. Benchmark current state
4. Make a hypothesis
5. Model hypothetical changes
6. Calculate ROI
7. Have peers, stakeholders, and management review
8. Finalize business case
9. Present Business case
10. Revisit business case

How Do You Overcome Barriers to Purchase?

Any technology purchase is a big investment, and key decision-makers will want to ensure they'll see the appropriate ROI before moving forward. Avoid discouraging delays by anticipating barriers to purchase and preparing thoughtful responses that will resonate with stakeholders in advance.

While roadblocks on your way to approval are frustrating, they're to be expected. For some arguments, like "no budget", you'll need to get creative. Many companies audit their existing sales entertainment and events budgets to identify what works and what doesn't. It may be an easy solution to reallocate some of these funds to a sales training and technology budget if you have the numbers to back it up.

Make a clear distinction between sales enablement, CRM, and CMS in your business case. A robust sales enablement platform actually works in tandem with CRM and Content Management platforms to streamline processes and help your sales reps deliver more engaging and interactive buying experiences that drive business growth. With a platform that's both fully-integrated and easy-to-use, most customers see very high adoption rates among sales teams. New AI and machine learning capabilities help automate day-to-day sales tasks like data entry within the platform and CRM, driving adoption of integrated systems. This is a bonus for companies still struggling with CRM adoption.

If the preference is to build a system in-house, articulate that customers using sales enablement platforms available in the market experience fast time-to-value and are usually up and running in anywhere from a few weeks to months, depending on the complexity of solution requirements. Some vendors will also accommodate customizations for unique business requirements. It will take considerably more time, budget, and resources to build something as robust on your own from the ground up.

Common Barriers to Purchase Include:

1 No budget

2 Misunderstanding that Sales Enablement is just a CMS

3 Misunderstanding that Sales Enablement is a CRM tool

4 Too great a culture shift required to work in such a digital way

5 Have built or are planning to build a custom solution

6 Already have a less robust Sales Enablement tool in place

7 Would require too much internal integration for solution to be successful

What Do You Need to Consider when Selecting a Sales Enablement Technology?

Once you've gotten the go-ahead to move forward with an evaluation of different sales enablement technologies that you feel could meet or exceed the needs of your business, there will be a lot to consider.

For a successful deployment and high adoption of your new sales enablement application, the technology you choose should be fast to start, meaning it can be deployed quickly. The application should be easy and intuitive enough to onboard users quickly and be extensible enough to integrate with existing or future sales technology investments. It should also meet or exceed your organization's security requirements.

The platform you select should offer the flexibility needed to enhance the sales experience. Not every sales interaction happens in a boardroom. The application you deploy needs to be optimized for mobile, and available online or offline. It should be scalable, and it should enable marketers to distribute and sales to assemble different types of content. Static presentations don't cut it anymore. You need to incorporate interactive tools like calculators and value assessments, videos, and dynamic content to really add value to sales interactions.

Your sales enablement technology should be easily customizable (if required). Every business is unique and requirements can vary drastically. Your solutions provider should be prepared to build in the functionality needed should the out-of-the-box solution not tick all of your boxes. You should also have the option to brand your application for more consistent buying experiences. If you have a unique business model, a homegrown solution doesn't have to be your only option.

Finally, look beyond content management. A content repository for sales is great for collecting and storing sales collateral, but it doesn't do anything for the buyer experience. Sales reps need the additional tools built-in to a fully integrated sales enablement platform to truly take sales engagement to the next level.

Working with a vendor team that takes a partnership approach to deployment and a high-touch approach to customer relationship management can ensure your implementation runs smoothly, the application checks all of your necessary boxes, and the solution meets the ever-changing needs of your business for the duration of your partnership.

CHECKLIST:

- ☐ **Device agnostic**
- ☐ **Fast time-to-value**
- ☐ **Easy to use**
- ☐ **Secure**
- ☐ **Flexible**
- ☐ **Customizable**
- ☐ **Robust**
- ☐ **Strong partner**

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The Evolved Selling™ Solution

mediafly.com

info@mediafly.com
1 (312) 281-5175

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's **Evolved Selling™** solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit **Mediafly.com** or follow **@Mediafly** for more information.