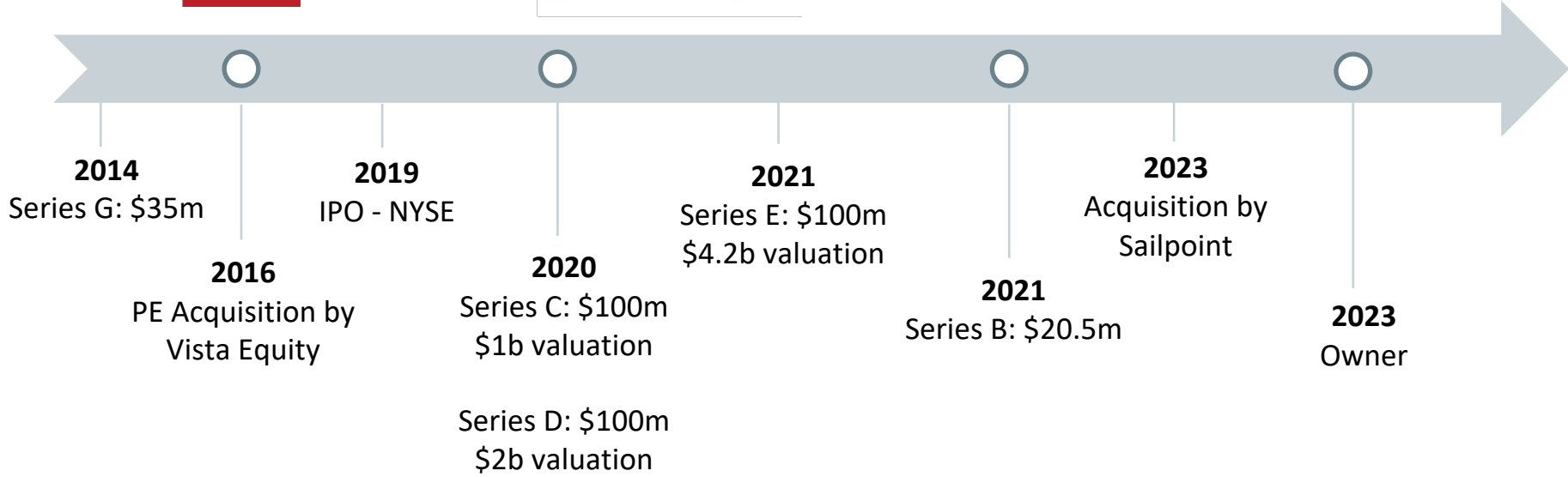




Building a Sales Enablement Capability

Christi Loucks

Building Sales Enablement Functions



Sales Enablement Function Overview



Onboarding

Self-paced learning
In-person shadowing + conversations
Knowledge validation



Training & Coaching

Regular training cadence
(varies by tenure/skill)



Content Management

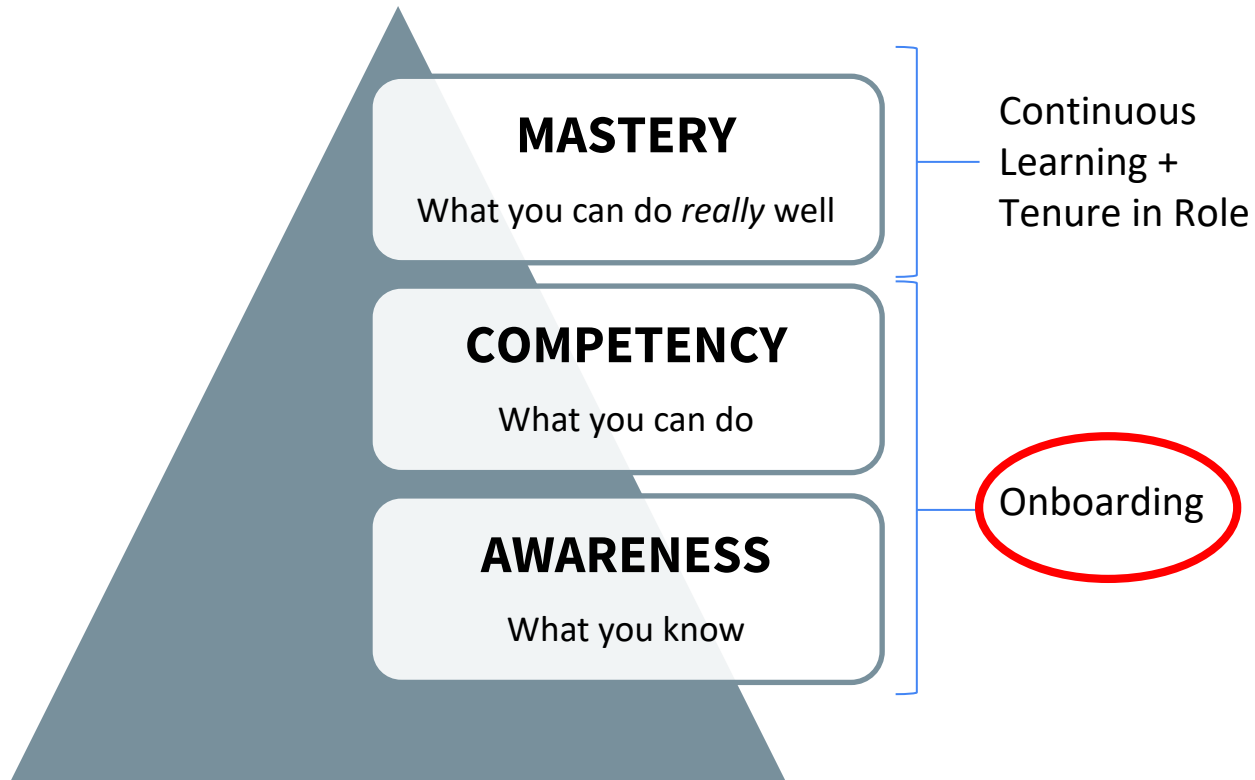
Creating content (training materials, sales tools)
Organizing relevant materials in knowledge hub



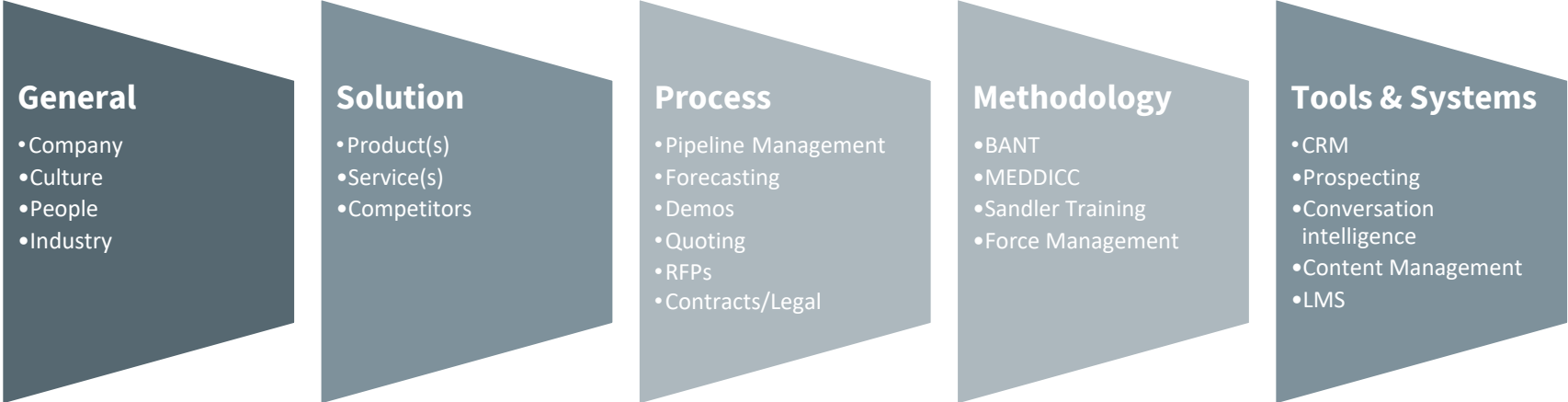
Communication

Cross-organizational conduit for information

3 Levels of Learning

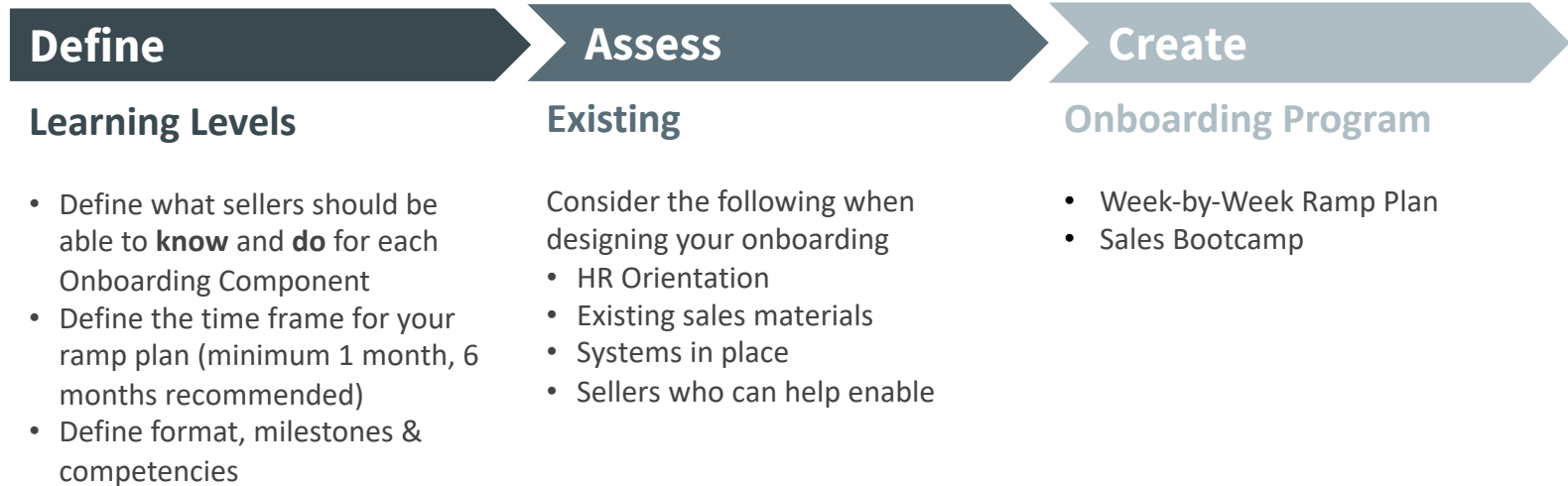


Components of Onboarding



← **Self-Paced
In-Person
Role Plays** →

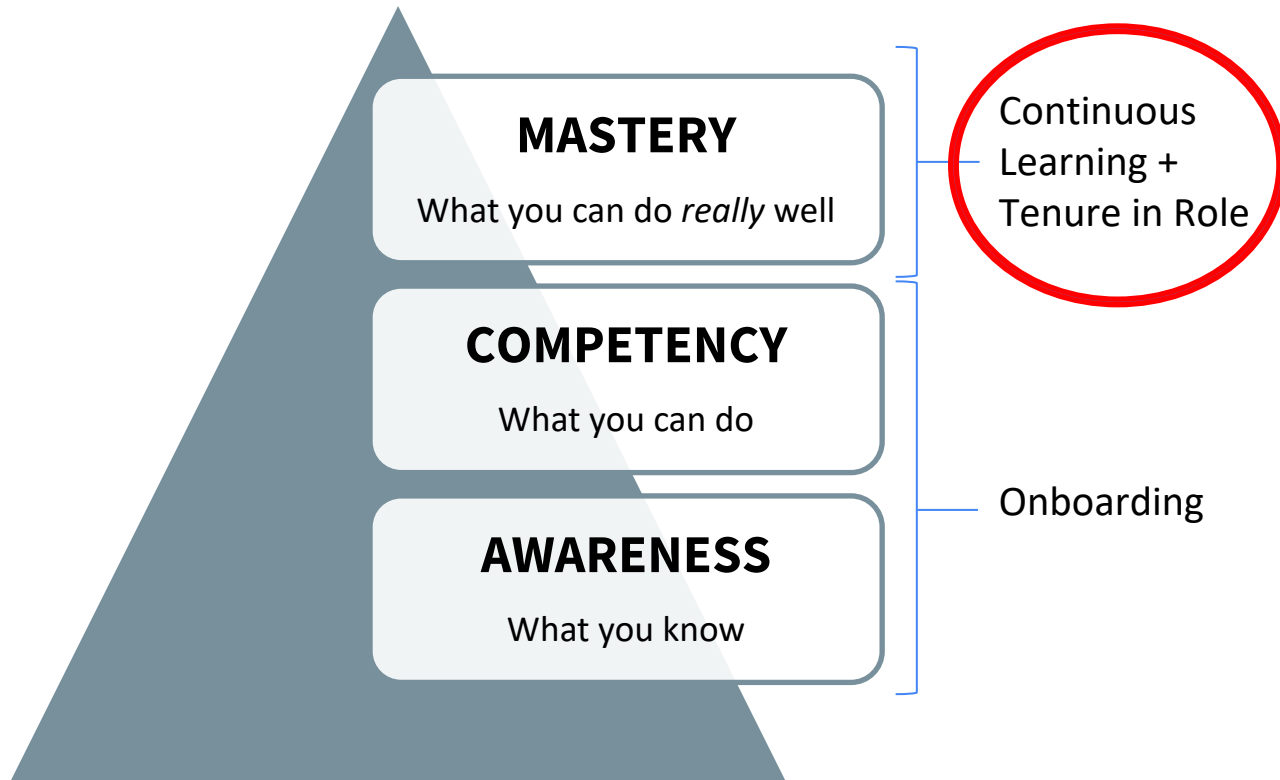
Building an Onboarding Program



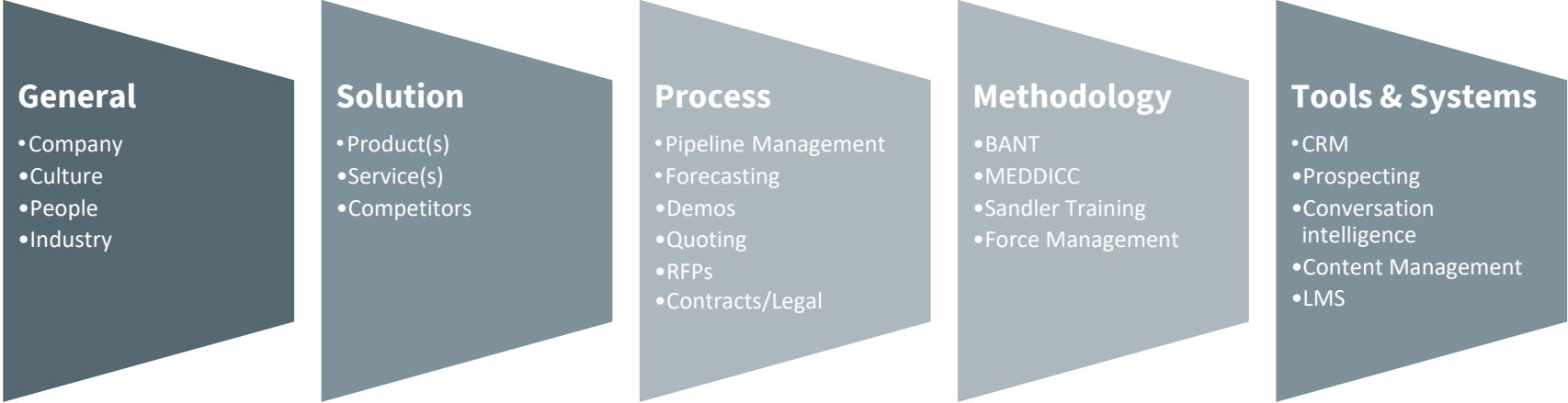
Example Ramp Plan

		Week 2				
		General	Solution	Sales Methodology	Sales Process	Tools & Resources
Manager	<ul style="list-style-type: none"> <input type="checkbox"/> Confirm On-Going Meetings with New Hire (e.g., Forecasting Calls) <input type="checkbox"/> Assess Week 1 Milestones & Competencies <input type="checkbox"/> Weekly Check-In with New Hire <ul style="list-style-type: none"> o Describe Your Management Style o Describe Role, Compensation Plan, Territory, & Accounts o Review "Meet & Greets" to Schedule (Key Contacts in Company) 	<ul style="list-style-type: none"> <input type="checkbox"/> Answer Questions on Company Solution, Products and Services 	<ul style="list-style-type: none"> <input type="checkbox"/> Discuss Additional Questions/Concepts around Sales Methodology 		<ul style="list-style-type: none"> <input type="checkbox"/> Work with Sales Operations to Ensure All Accounts, Opportunities, and Leads are in New Hire's Name 	
New Hire	<ul style="list-style-type: none"> <input type="checkbox"/> Weekly Check-In with Manager <ul style="list-style-type: none"> o Review Role, Goals & Territory o Review On-Boarding Process & Schedule o Review Compensation Plan o Review Week 1 Activities <input type="checkbox"/> Schedule On-Going 1:1s <input type="checkbox"/> Schedule Meet & Greets per Manager List 	<ul style="list-style-type: none"> <input type="checkbox"/> View Demo of Product <input type="checkbox"/> Meet with Product Marketing to Understand Positioning <input type="checkbox"/> Review: Competitive Landscape with Buddy, Peers, or Manager <input type="checkbox"/> Review: Customer Stories 	<ul style="list-style-type: none"> <input type="checkbox"/> Shadow Buddy or Peers on at Least Two (2) Sales Calls <input type="checkbox"/> Review Discovery Best Practices with Buddy, Manager, and/or SDR <input type="checkbox"/> Complete Role Play Activity 2 	<ul style="list-style-type: none"> <input type="checkbox"/> Meet with Marketing to Understand Lead Generation Strategy & Process <input type="checkbox"/> Meet with Sales Operations to Understand CRM, Forecasting and Opportunity Management 	<ul style="list-style-type: none"> <input type="checkbox"/> Training on Sales Systems (see below table) 	
		Week 2 Milestones			Week 2 Competencies	
		<ul style="list-style-type: none"> <input type="checkbox"/> Completes Role Play 2 with passing score <input type="checkbox"/> Completes all Required Trainings <input type="checkbox"/> Scheduled Meetings with Key Individuals to Support On-Boarding 			<ul style="list-style-type: none"> <input type="checkbox"/> Able to conduct effective discovery in Role Play 2 <input type="checkbox"/> Can Describe Ideal Customer Profile <input type="checkbox"/> Understands Manager Objectives & Expectations 	

Ongoing Training & Coaching



Ongoing Training & Coaching



**Regular Cadences
Cross-Functional Efforts
for:**

Solution decks
Competitive battlecards
Messaging guides
Call scripts
Pricing guides

Customer stories
Proposals
Outbound emails
Sales playbooks
Process how-to's

System optimization
Call coaching
Call planning
Lead qualification
Account/Territory planning

Enablement Tech Stack

Content
Platforms



BRAINSHARK

Learning
Management



mindtickle™

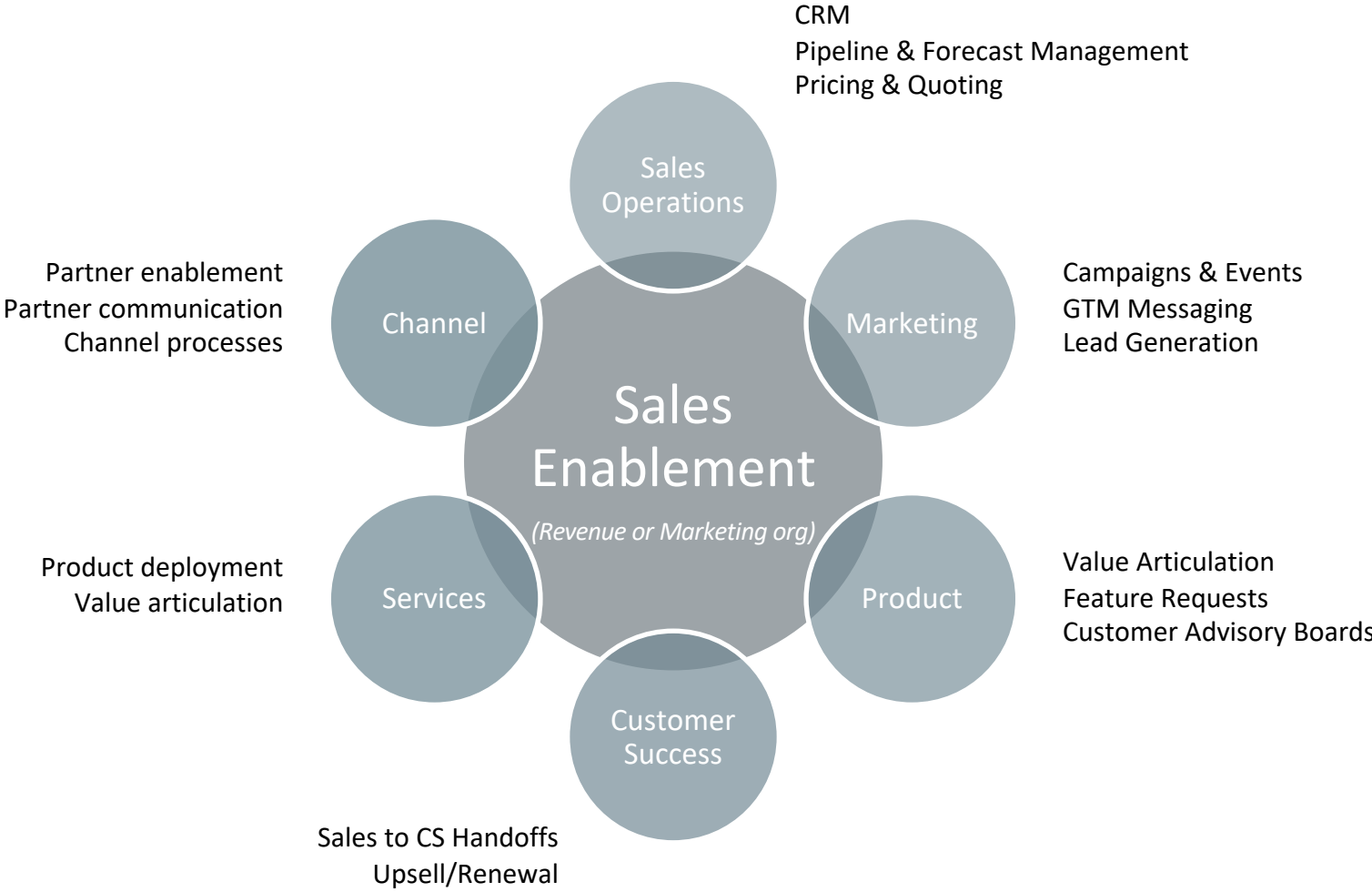
Coaching



Salesloft.

CHORUS

Sales Enablement as a Cornerstone



Investing in Enablement

Company

If you're growing quickly
Revenue, product offerings, 30+ sellers

If you sell a complex enterprise product

First Hire

**Sales Enablement Program
Manager**

In the Interim

**HR
Marketing
Sales Operations
Seller(s) + Management**

Hiring for Sales Enablement

Empathy

Self-Starter

Structure

Creativity



Measuring Enablement Success

$$V = \frac{\text{OPPORTUNITIES} \times \text{DEAL VALUE} \times \text{WIN RATE}}{L}$$

SALES VELOCITY

LENGTH OF SALES CYCLE



Questions