REILLY
SALES CONSULTING

SALES ENABLEMENT SERIES

SALES RESOURCE CHECKLIST

V 2.0

SALES RESOURCE CHECKLIST

A comprehensive Sales Enablement program encompasses three key areas: Sales Operations, Skills Development, and Sales Resources. The checklist below can be used to assess the current state of your Sales Resources and any gaps that exist.

SALES RESOURCES CHECKLIST

TEMPLATES

Exists Updated

Exists	Updated	
☐	☐	Social Outreach
☐	☐	Email Outreach
☐	☐	Proposal
☐	☐	Client Account Reviews
☐	☐	Presentation
☐	☐	Demo
☐	☐	RFP Response
☐	☐	Prospect Profiling
☐	☐	Target Account Profiling
☐	☐	Account Influence Mapping
☐	☐	Account Whitespacing
☐	☐	Account Strategy
☐	☐	ROI Calculators

PLAYBOOKS

Exists Updated

Exists	Updated	
☐	☐	Prospecting
☐	☐	Sales Cycle
☐	☐	Discovery
☐	☐	Client Reviews
☐	☐	Demo
☐	☐	Proposal Presentation

KNOWLEDGE LIBRARIES

Exists Updated

Exists	Updated	
☐	☐	Competitive Information
☐	☐	Case Studies (External)
☐	☐	Case Studies (Internal)
☐	☐	References
☐	☐	Name Drops
☐	☐	Vertical Industry Information & Terminology
☐	☐	Target Department Information & Terminology
☐	☐	Campaign Strategies & Resources
☐	☐	Product / Solution Training Videos
☐	☐	Sales Process / Cycle Training Videos
☐	☐	Client Facing Collateral
☐	☐	Competitive Differentiation Videos

CRM

Exists	Updated	
		Current Target Account Data Sets
		Deduped Accounts & Contacts
		Top Target Accounts Reports / Dashboards
		Top Vertical Reports / Dashboards
		Target Department Reports / Dashboards
		Minimum 12 Month Pipeline vs Target Report / Dashboard

OTHER RESOURCES

Exists	Updated	
		Leader Boards
		Negotiation Matrix
		Competitive Matrix
		Filterable Case Study / Name Drop / Reference Index
		Attention grabbing industry stats / facts

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.

[Book Your Call Here](#)

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.

🌐 [See our Tool Kit Library HERE](#)

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.

👉 The opt-in is at the bottom of [THIS PAGE](#)

Questions? Feedback?

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Reilly Sales Consulting (RSC)
"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.

We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.

Whether you're scaling SaaS, professional services, industrial manufacturing, or founder-led growth, RSC gives your team the psychology-driven edge to win faster, bigger, and more often.

Limbinic Consulting
"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.

From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.