

Founding Sales Enablement Lead

Position Type: Full-Time

Location: New York, NY (In-Person, 5 days/week)

Salary Range: \$150,000 - \$190,000 + Competitive Equity Packages (ISOs)

Visa Support: Not specified

Role Overview

We are seeking a highly autonomous and strategic enablement professional to serve as the foundational, first member of our expanding Sales Enablement function. This specialized role sits at the critical intersection of go-to-market strategy, continuous rep development, and operational scaling. You will completely own the end-to-end management, optimization, and real-world performance of onboarding, playbooks, and continuous training programs across our revenue team.

Key Responsibilities

- Design and own the comprehensive onboarding and ramp program for new sales professionals, ensuring rapid acceleration and mastery of a highly technical, fast-evolving product.
- Build, codify, and maintain standard sales playbooks, competitive messaging frameworks, and objection-handling structures to drive repeatable conversion success.
- Create and scale educational materials, ongoing certification pathways, and an internal content repository to keep sellers closely aligned with product updates and buyer personas.
- Partner cross-functionally with sales leadership, revenue operations, marketing, and product groups to align enablement priorities directly with core business objectives.
- Measure, analyze, and iterate on enablement efficacy by directly tracking sales cycle performance, ramp times, win rates, and overall individual productivity.

Core Requirements

Experience & Mindset

- 4+ years of dedicated professional experience managing revenue, sales, or product enablement programs, ideally within a B2B SaaS startup environment.
- Proven track record as a founding or early enablement builder, with hands-on experience establishing structured training processes from scratch during critical company growth

phases.

- Substantial early-to-mid stage startup exposure; corporate enterprise experience is valuable only if combined with subsequent agile, high-growth environment experience.
- A distinct builder mindset with high operational autonomy and a demonstrated ability to actively leverage modern AI workflows and technical tooling to optimize day-to-day execution.

Strategic & Functional Competencies

- Demonstrated capability building onboarding frameworks that yield measurable performance improvements, such as decreased time-to-quota or higher deal win rates.
- Prior professional background as a quota-carrying seller (AE/SDR) or within a GTM operations/revenue function before transitioning into dedicated enablement.
- Deep understanding of enabling sales teams targeting sophisticated corporate buyer profiles, particularly within finance, accounting, or the CFO office ecosystem.

Communication & Engagement Skills

- Exceptional ability to synthesize technical product complexities into actionable, clear customer-facing narratives and structured training materials for internal teams.

Interview Roadmap

1. **Initial Conversation:** A 30-minute introductory discussion focused on mutual alignment, background, and location parameters.
2. **Deep-Dive Competency Assessment:** A structured conversation or exercise evaluating previous enablement framework design, metrics tracking, and playbook deployment.
3. **Collaborative Strategy Session:** A live scenario working with core revenue leadership to outline a localized onboarding strategy or critique a sample messaging framework.
4. **Executive Review:** Final evaluation round with senior leadership.