

4 Stages of The Sales Enablement Continuum

STAGE 4

INNOVATIVE

- ❑ Multiple SE initiatives and reoccurring optimization meetings
- ❑ Leadership promotes and reinforces SE culture
- ❑ Company communication: newsletter, recognition and awareness
- ❑ Training invested in social selling and EQ skills enhancement



STAGE 3

REFORMED

- ❑ Standardized SE initiatives with repeatable mechanisms in place
- ❑ Proactive identification and solutioning process inefficiencies
- ❑ Cross-functional SE execution and problem resolution, includes post-sales roles
- ❑ Formal sales coaching and skills application training



STAGE 2

2

CONTROLLED

- ❑ Defined SE discipline for high impact cases only
- ❑ CRM technology used
- ❑ Sales training & strategy is linked to organizational outcome
- ❑ Sales Content management is updated for practical application



STAGE 1

1

DISORGANIZED

- ❑ SE Initiatives are random, misconfigured, and vague
- ❑ No KPI systems and unmonitored valuation gaps
- ❑ Sales training is subpar, onboarding & low employee retention
- ❑ Customer facing team is deployed with little vision

