



Kallan Sales Development



SO WHAT IS SALES ENABLEMENT?

Our friends over at [HubSpot Academy](https://academy.hubspot.com/) define sales enablement as the process, content, and technology that empowers teams to sell efficiently at a higher velocity. This includes systems and tools such as dashboard tracking templates, customer relationship management (CRM) programs, as well as individual pieces of content developed by sales and marketing to use as part of your sales process that will attract people to your organization.

You may find yourself asking, why do I need sales enablement?

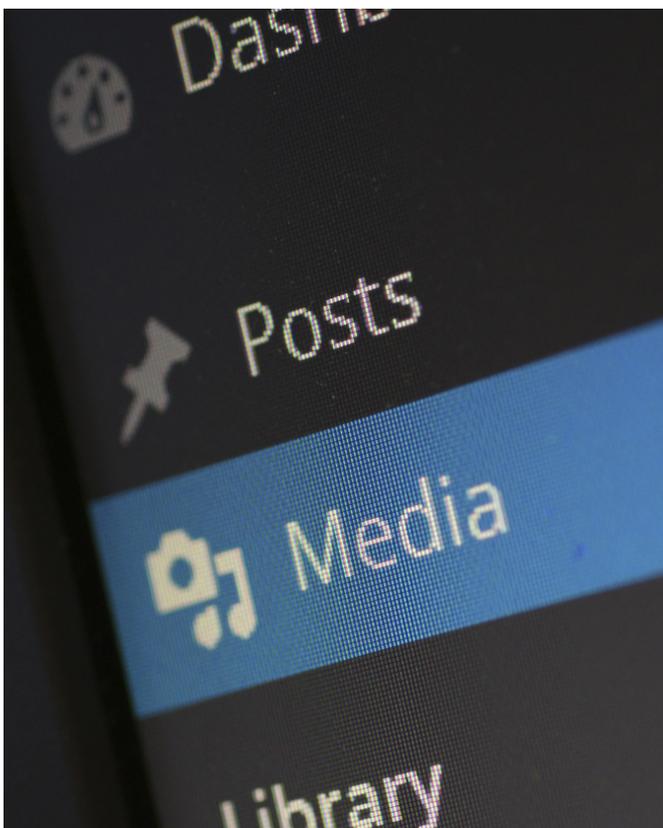
The buyer/seller relationship has continued to evolve with the presence of the internet, which has revolutionized how we go to market, and how we interact with our customers. Think about the products that you buy every day. In many cases, we no longer require a sales person to get the product information we need to initiate the buying process.

[Research](#) shows that B2B buyers are up to 70% through their buying journey before reaching out to sales, with 90% stating that online content effects their purchasing decision.

To further complicate matters over half (59%) of buyers would rather not talk to someone in sales at all, making it even more critical to gain early visibility with your target as they enter the awareness stage of the buyers journey.

Now that you know more about what sales enablement is, how do you go about developing an enablement strategy?

This can be accomplished by building a sustainable sales process with established metrics, aligning the efforts of sales and marketing, and creating relevant content that will resonate with today's educated buyer.



Developing a sales enablement strategy

When [developing your enablement](#) strategy a structured sales process will outline the steps required to attract your prospect and guide them through your sales cycle. A robust pipeline should start at the early stages of the buyers journey to ensure that you are gaining visibility during their early stage discovery and awareness stages, which as we now know starts well before they engage a sales person.

Beginning with an audit of the existing sales process, a stage/gate workflow can be drawn up to outline your pipeline activity then be further enhanced with the implementation of a CRM system or Sales Pipeline Dashboard tool. Close attention should be put on metric development at this time to ensure that the inputs and steps you are putting into your new process align with the expected outputs you are looking for.

**Looking for tips to get started?
A good way to begin is with a set of
basic preliminary tools.**

[\(Free Starter Templates\)](#)

Aligning sales and marketing can often be a challenge because generally speaking, these teams are not naturally designed to be in sync and must be brought together with unified goals, and held accountable with a [Service Level Agreement](#) (SLA) that clearly outlines responsibilities with measurable activities such as number of marketing leads submitted or established timeframes to conduct sales follow up activities. Without this in place sales and marketing could be focusing efforts on conflicting objectives.

It is worth noting that this should be revenue driven to maintain focus on sales velocity vs. volumetric numbers which may only focus on specific number of leads or new deals obtained regardless of actual value causing our attention to deviate from what activities drives sales growth most effectively. Once created, and agreed upon, both teams will operate with reduced friction.

Content can be thought of as the glue that bridges sales with marketing, and can provide valuable information for sales to use as part of their process that will help attract people to you company. By aligning it with the buyer personas established during your initial strategy development, sales will be able to guide your prospect through the entire sales process with content that is relevant to the stage they are in whether it be early stage prospecting or sales cycle nurturing. This will ensure that the right message is getting to the right person, at the appropriate time.

Tip: A good place to start is at the bottom of the funnel - They are ready to buy, know what the issues are, and know what they want.

Lastly, when using content during the sales process access is critical to providing a timely response. Can your sales team access content within 1 minute?

As a final step, be sure that you are aligning your business around content creation. The probability of closing a program with a current customer is 60% to 70% vs. roughly 20% with a new prospect. Find ways to use everyday interaction, prospecting emails and product information your sales team is developing to send customers as channels to generate new content to not only attract new visitors, but drive additional development at your current customers.



Kallan Sales Development works with small to medium sized businesses to create and implement scalable enablement solutions that drive sales velocity, team alignment and revenue generation.

[Contact Us](#) today to discuss your sales enablement goals.

