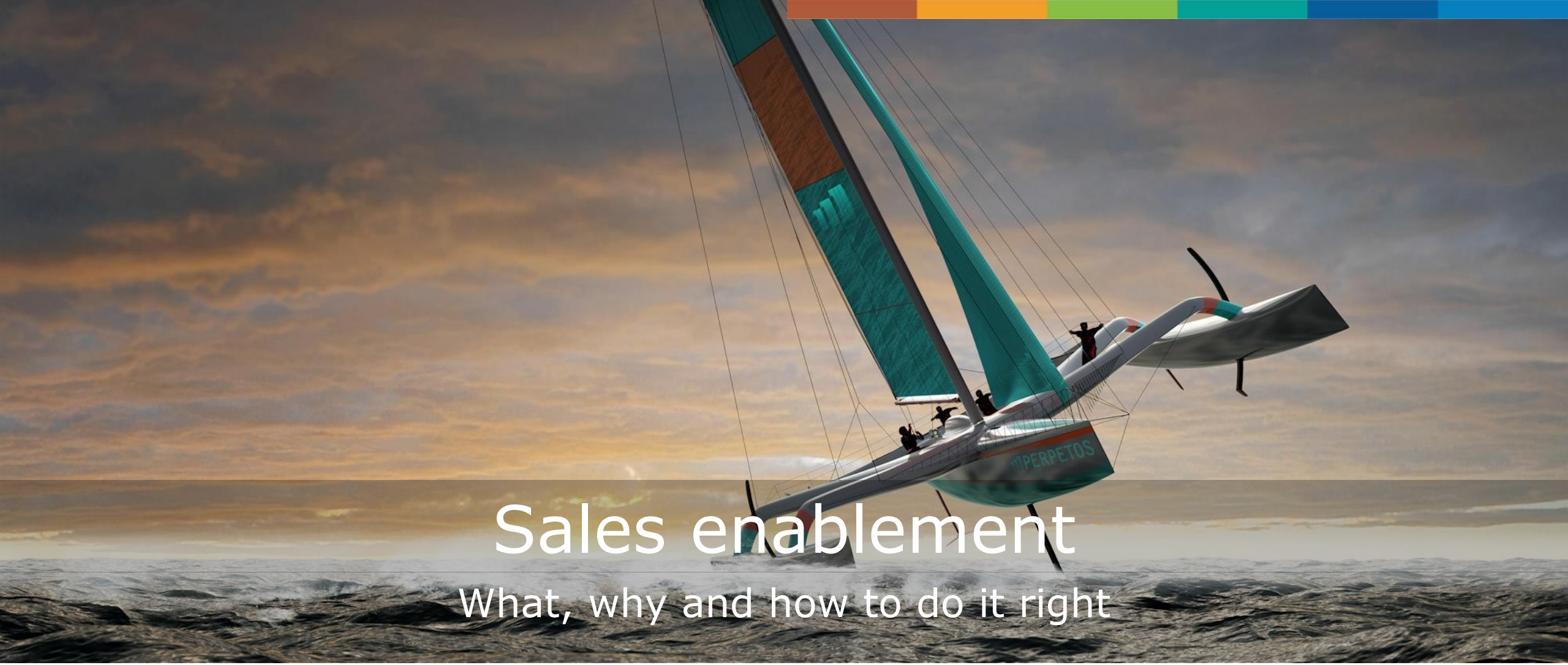


Sales enablement

What, why and how to do it right

Vivian Sajet
Pascal Persyn

M18

PERPETOS
Commercial Excellence

Your hosts for today

Vivian Sajet – M18

Pascal Persyn - Perpetos

© Perpetos, confidential

01 What is sales enablement

02 From knowledge to relevant sales content

03 Where to start

© Perpetos, confidential

What is Sales enablement

- According to ChatGPT:

Sales enablement is a strategic approach that helps align sales and marketing teams, streamline processes, and equip sales teams with the tools and resources they need to close more deals and generate revenue.

The goal of sales enablement is to improve sales productivity, enhance customer experiences, and ultimately drive revenue growth for the organization.

- Our definition:

Sales enablement is a **strategic ongoing process** of equipping customer facing people with the right **knowledge, skills and tools**. It empowers the commercial organization to deliver an engaging positive and consistent customer experience throughout the customer lifecycle

© Perpetos, confidential

When analyzing the definition

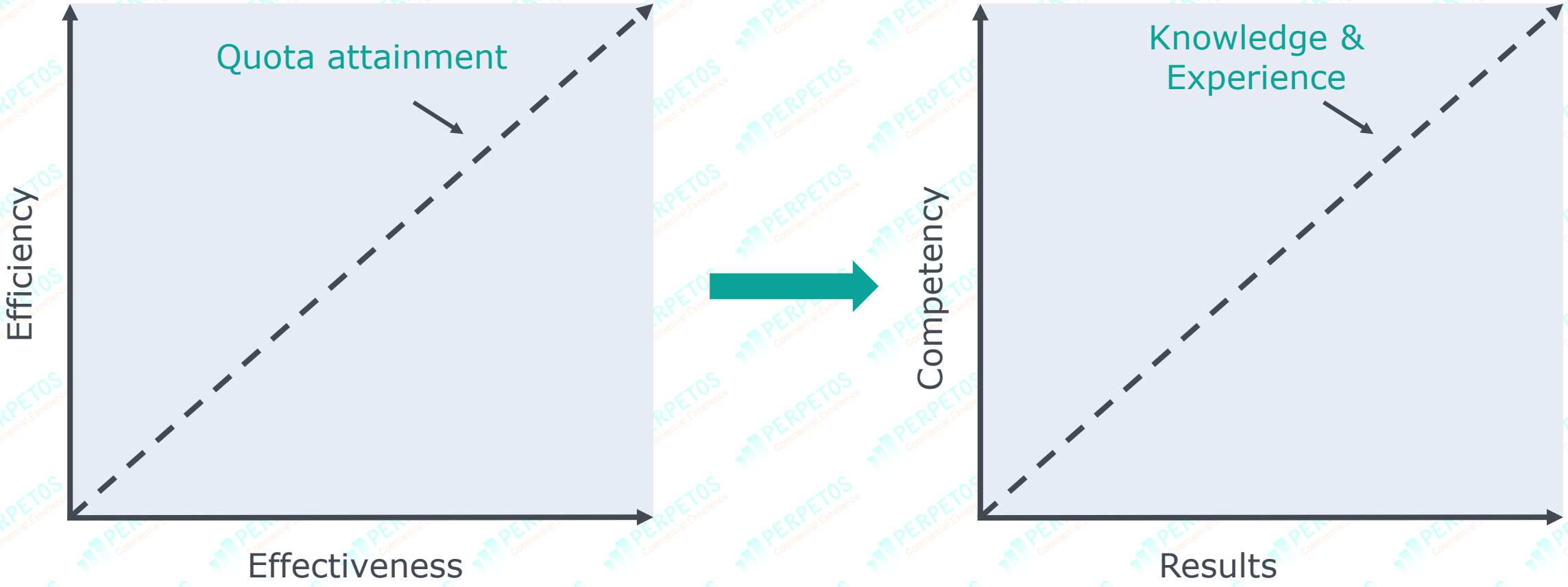
- What it does for customer facing people:
  - Prepare
  - Empower
  - Deliver

- What it requires:
  - Process
  - Tools
  - Content
  - Training

- What to expect:
  =>increased margin and conversion at a lower cost of sales

© Perpetos, confidential

Shift in sales productivity challenge



© Perpetos, confidential

Goals for Sales Enablement

talent onboarding

Nurturing to competency

Enabling better conversations

Maximize time spent on high return activities

Foster a culture of continuous improvement

© Perpetos, confidential

- Knowledge
- Content
- Timing
- Who
- Mindset
- Productivity

01 What is sales enablement

02 **From knowledge to relevant sales content**

03 Where to start

© Perpetos, confidential

1. Knowledge translated into audience contextual support

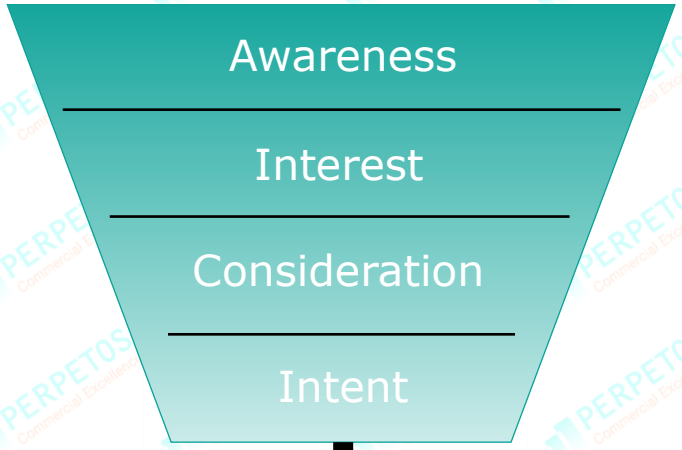
ONBOARD LEARNING | ANNOUNCEMENT | PREPARE | ENGAGE | SHARE | COACH

Content	Tools
Knowledge	

Requires a sales content strategy

© Perpetos, confidential

Marketing Funnel



Elements	Marketing Content	Sales Content
Objective:	Lead generation	Prepare and Sell
Target:	Segment / **"Public"**	Individual / **"Private"**
Stage:	Funnel Stage	Buying cycle
Finding it:	Discovered (Ads, Social, Placements)	Searched for (different repositories)
Using it:	Automated	Manual
Conversation:	Online	Meeting
Measurement:	Click-through & Share	Pipeline velocity

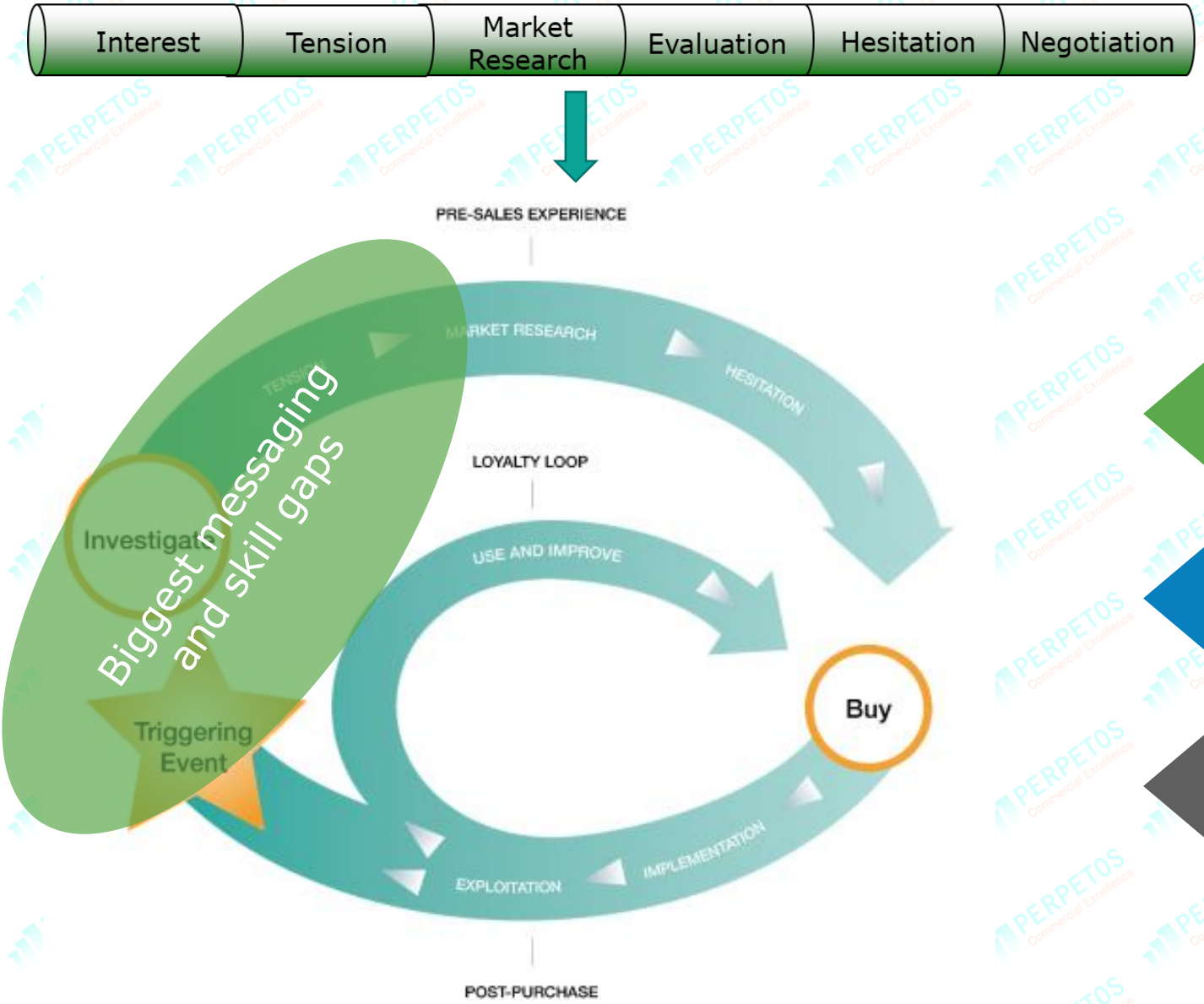
MQL's

SQL's

Buying cycle -> Sales pipeline

© Perpetos, confidential

2. From interaction perspective: Contextual to the customer Journey is key



Every buying cycle is unique

Experience with topic

Personal impact

Who else is involved

© Perpetos, confidential

What sales needs: Snackable Just-in-time tools

Preparation

- What do I need to know?
  - *About the customer*
  - *Link with our solution*
- Who should I talk to and why
- How to
  - *Qualify and break 'status quo"*
  - *What insights to discuss?*
  - *Dealing with customer questions*

Perceived expert

↓

Flash cards

Engage

- How will I deliver the message?
- How to make it interactive?
- How to enrich the customer vision?

Insightful conversation and influence on a shared vision

↓

How to sell training

Follow up

- What can I share?
  - Agreed upon next steps
  - Additional information
  - Customer case

Make it stick and actionable

↓

Real life examples
Content in line buying readiness

© Perpetos, confidential

Just-in-time critical selling content

Buying cycle objectives focused on conversion and value

Qualification	Why change	How to select	Best choice	Future Risk

Prepare

Key Messages	Questions	Insights	Competition	Objections

Engage

Email Examples / monetization library Awareness Tools Challenge, Solution Case Studies	Checklists Testimonials Webinar Replays	Packaged Demos Configurator Product Sheets	Proposal Templates Value Calculator References (cases)	Analyst Reports Service Plans Contracts/SOWs

Coach

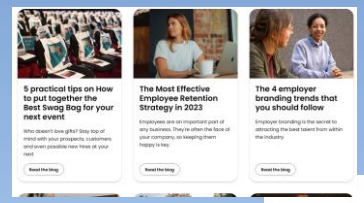
How do we create, convert and qualify leads	How to break status quo	Connect our strengths to mandatory decision criteria	Proof our value in line with the business case	How to handle hesitation and defend value

© Perpetos, confidential

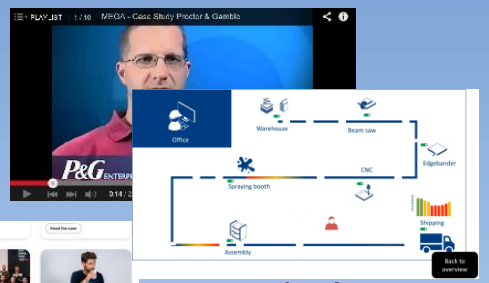
Customer Facing

Interactive Presentations

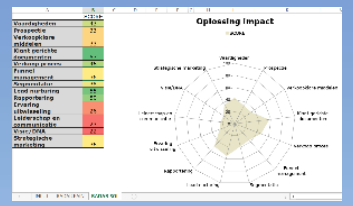
Collateral



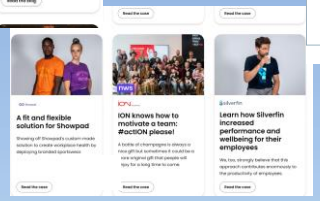
Content



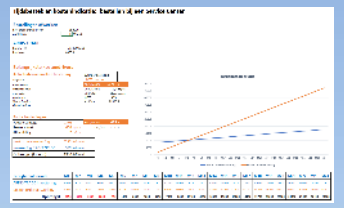
video's



Pre-audit



Case studies

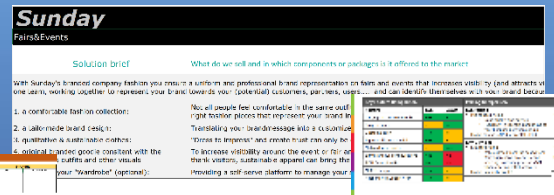


ROI-Calculator

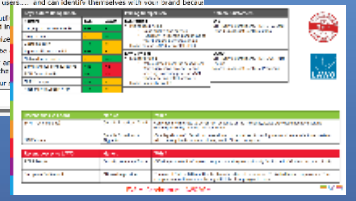
Sales Support

Interactive Play books

Gameplan templates

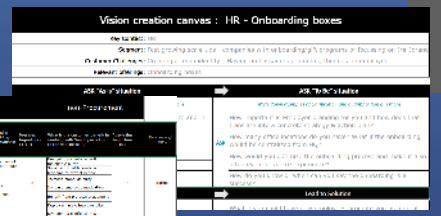


Messaging foundation

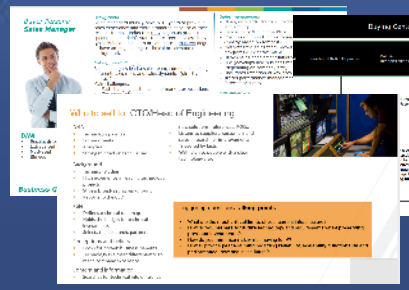


Flash cards

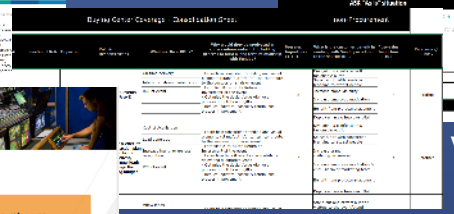
Demo scripts



Vision creation canvas

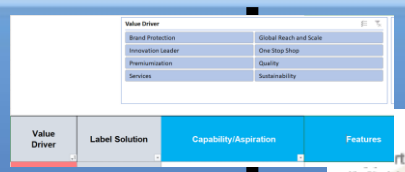


Buyer persona



Buying center coverage

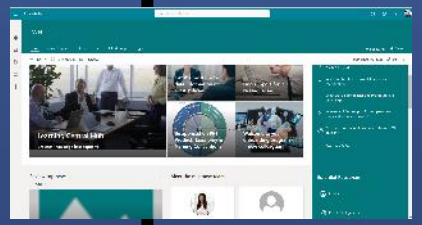
Learning



Monetization library

How to sell (e-learning)

Snackable learning™



Wiki

5 design principles

1. Customers’ perspective is key -> facilitate buying

2. Combine emotion, experience and functional

3. Customer input: give sales talking point briefings

4. Universal for entire segment linked to buyer persona (or customer roles)

5. Use the customers terminology (do not interpret) & keep it simple

© Perpetos, confidential

01 What is sales enablement

02 From knowledge to relevant sales content

03 **Where to start**

© Perpetos, confidential

Structured sales enablement drives more Revenue

Continuous training gives

50%

higher net sales per employee

82%

of senior executives said that content was a significant driver of their buying decision

A 10% reduction in opportunities lost to "No Decision" results in a

6%

increase in revenue

Source: CSO Insights

© Perpetos, confidential

Implementation recipe

1 Identify Critical Knowledge and Content

- Objectives - pipeline friction analysis
- Map content to buying readiness
- Identify prioritized gaps
- Assess content for form and consistency

2 Create Content Model and how to Keep Up to Date

- Create content model
- Map how to keep content relevant
- Form cross functional governance team

3 Design Consumption Flows and Keep a Single Source of Truth

- Map how people will find and use it
- Identify competencies to develop
- Assess technology readiness

4 Establish Resourcing Model

- Identify who to involve to capture the right knowledge
- Decide on roles & responsibilities
- Measure adoption & use in right context

5 Implement for Adoption

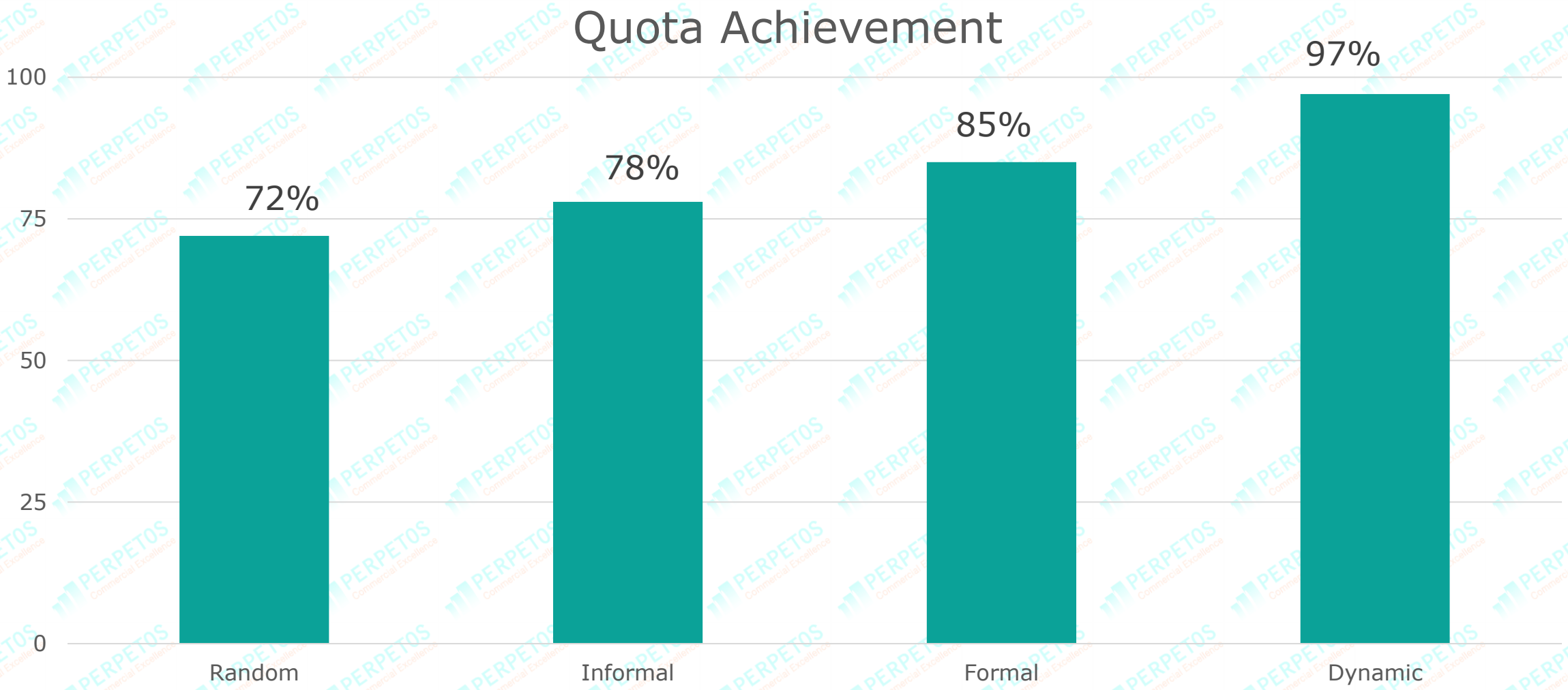
- Build and deliver 'How to Sell' training
- Ongoing capture of field experience and 2-way communication
- Establish continuous improvement reviews

© Perpetos, confidential

OBSTACLES TO ADOPTION

- People first
- Program engagement
- Missing information

Companies that focus on sales knowledge sharing



CSO Insights Sales Performance Optimization Study
(Over 1,000 Companies Worldwide)

© Perpetos, confidential

Where to start:

- Start with pipeline friction analysis
- Build sales content based on seller use cases
- Make it snackable and ‘Just-in-Time’ to use
- Ongoing training
- Align marketing content

Right mix human – digital touchpoints

© Perpetos, confidential

M18

PERPETOS
Commercial Excellence

Vivian Sajet
vivian.sajet@m18.eu
+32 495 155 718

Pascal Persyn
pascal.persyn@perpetos.com
+32 475 433 666