

mediafly

10 CHALLENGES EVERY
B2B
SALES ORGANIZATION
CAN OVERCOME WITH SALES
ENABLEMENT TECHNOLOGY

Sales Enablement technology is every modern sales organization's most valuable asset.


Without it, sellers and marketers lack critical resources and tools to make them both more efficient and effective. In fact, according to the Aberdeen Group, 84% of sales reps achieve quotas if their company has adopted a best-in-class sales enablement program. [1] *Why?*

Traditional, product-focused selling no longer works. With more information at your buyers' fingertips, more stakeholders involved in purchasing decisions, and more solutions to choose from, opportunities are more likely to stall or end in "no decision" than ever. Modern sellers can leverage a robust sales enablement platform like Mediafly to help differentiate themselves. Using sales enablement software to help sellers quantify and communicate the value your offering will bring in the context of what matters to your buyer will not only help your sellers shift sales conversations from transactional to strategic, it will help them create more personalized and engaging sales experiences that drive deals forward.

In this comprehensive guide, we'll outline how you can use a sales enablement technology to overcome the most common sales challenges, increase competitive advantage, and drive positive sales outcomes.



According to the Aberdeen Group, 84% of sales reps achieve quotas if their company has adopted a best-in-class sales enablement program.

A background image showing a man and a woman looking at a screen together. The man is on the left, looking down at the screen, and the woman is on the right, smiling and looking at the screen. The image is overlaid with a blue tint.

An effective sales enablement platform will not only increase the efficiency of your sellers and marketers by improving internal workflows, streamlining the distribution of content, and automating day-to-day tasks. It will also increase the effectiveness of sellers in real-time by empowering them to lead consultative, value-driven sales conversations using content that resonates with buyers.

10 critical action items to ensure the success of modern sellers and marketers

- 1) Get content distributed and used at the right time and in the right ways. *p. 4-5*
- 2) Optimize your content spend to drive more revenue. *p. 6-7*
- 3) Protect your brand by ensuring content compliance. *p. 8-9*
- 4) Ensure the success of new product launches. *p. 10-11*
- 5) Improve the consistency and effectiveness of sales conversations and engagements. *p. 12-13*
- 6) Increase understanding of your prospects' industries and needs. *p. 14-15*
- 7) Ensure the success of your sales transformation initiative. *p. 16-17*
- 8) Improve sales onboarding. *p. 18-19*
- 9) Better enable channel sellers. *p. 20-21*
- 10) Increase internal adoption of sales tools. *p. 22-23*

1

Get content distributed and used at the right time and in the right ways.

Your sales reps have a wealth of content to leverage in prospect engagements. But if you're storing sales content in multiple repositories, they likely won't be able to find what they need when they need it. Instead, they'll waste precious selling time trying to find sales content that supports their unique prospect engagements. When they can't, they'll waste even more time creating content that already exists, or worse, customizing existing content for individual sales meetings in less than effective or compliant ways.



According to Forrester, 43% of B2B marketing decision-makers report their companies have lost sales as a consequence of not having the right content at the right time for a specific customer, while 77% have experienced costly delays. [2]

What to do

Today's sellers don't just need access to up-to-the-minute content when preparing for sales presentations. They need always-on access to dynamic and easily customizable content in real-time to empower them to pivot conversations with buyers in live sales scenarios - anytime, anywhere, online or off. Enabling sales reps to quickly and easily find the sales content they need for every sales scenario reduces search time and the need to recreate content, resulting in more time spent selling and more seamless and personalized sales interactions.

1

How Mediafly can help

Mediafly's sales enablement application delivers:

- A single content repository for marketers to easily distribute and sellers to quickly access sales content both ahead of sales presentations and in real-time with buyers
- Content suggestions based on CRM data and artificial intelligence
- Automated notifications about new sales content and automatic archival of outdated content
- Dynamic and interactive sales content including assessments, ROI calculators, and more to help deliver personalized experiences to buyers
- Device agnostic, on demand access to the most updated sales content online or offline
- Ability to share content with buyers directly within the user interface for increased ease of sending and consumption tracking

30%

Deploying these capabilities to sellers and marketers has been proven to reduce time spent searching and customizing content for each unique sales presentation, resulting in a 30% boost in sales productivity.



2

Optimize your content to drive more revenue.

Like most B2B companies, your marketing team is likely spending valuable time and resources creating sales content that either isn't used correctly or worse, isn't used at all. Have you ever considered why? More often than not, content investments are squandered because marketers lack the visibility into content usage they need to effectively optimize content for each stage of the buyer journey.



According to Aberdeen Group, 92% of firms say producing high-quality content is valuable, but just 54% say they are effective at executing this activity.

What to do

Improving visibility into what content is actually used by sales and what content resonates with buyers offers marketers the invaluable insights they need to create targeted, optimized sales content for every stage of the sales cycle. It also enables your marketing team to prove the value of your content spend to increasingly frugal executives.

2

How Mediafly can help

Mediafly's sales enablement application delivers:

- The ability for marketers to upload, organize, and prescribe content for various selling situations
- Machine learning-powered auto tagging for enhanced search capabilities
- Content usage analytics detailing what content sales reps use and how prospects consume it
- Correlation of content usage to deals closed and revenue contribution
- Insight into what content is best leveraged at any sales stage, in competitive scenarios, and for particular prospect profiles (e.g. industry, role, challenge, etc.)
- Visibility into which devices and screens sales reps are using to present the content
- Enhanced understanding of what content top sales performers are using to drive success

35%

Offering marketers the ability to optimize content based on hard data and enhancing your sellers' ability to find and leverage this content has been shown to reduce wasted content spend by 35% on average.



3

Protect your brand by ensuring content compliance.

Enabling sellers to customize and personalize content is important for fueling successful sales conversations with buyers, but to mitigate risk for your organization, you also need to ensure that sales content remains accurate and compliant. If you're in a highly regulated industry, sharing inaccurate or outdated information can result in more than just damage to your brand. You can also incur legal costs, fines, and penalties due to errant customization and the lack of proper controls.



According to the Ponemon Institute, the cost of non-compliance to a business averages \$14.8 million. That's a 45% increase since 2011. [3]

What to do

To mitigate risk while offering your sellers the flexibility to meet buyer expectations, you must ensure they have the ability to customize and personalize sales content within parameters set by marketing and compliance. By doing so, you can both enhance buyer-seller engagements and assure sales content remains accurate, up-to-date, on-brand, and includes all of the necessary disclosures for regulatory compliance.

3

How Mediafly can help

Mediafly's sales enablement application delivers:

- Content version control so you can ensure the fidelity of what sales reps share with prospective buyers
- The ability for sales reps to flexibly personalize and assemble content for different selling situations, within the guardrails of marketing and compliance
- Assurance that the latest content and data are used in every sales scenario
- Automated addition of disclosures and regulatory compliance notices where and when needed
- A complete audit of what is communicated and delivered to prospects in every sales meeting

65%

Improving the integrity of the content your team shares with prospective buyers can reduce brand and regulatory risk from sales content compliance issues by 65%.



4

Ensure the success of new product launches.

New product launches are essential to your success. Unfortunately, your sales team and channel partners often struggle to find the information and content they need to effectively engage with clients about your new offerings. It takes more than an email announcement to educate your reps on how to quantify and communicate the value of your new solutions to existing customers and prospects.



According to New Product Success, 40% of new product launches fail. [4] That number climbs to 80% in the Consumer Packaged Goods (CPG) industry. [5]

What to do

To ensure your sellers can successfully communicate and quantify the business benefits of your new products or solutions, package all product launch materials into collections. Provide interactive presentation tools to enable sellers to better differentiate the value and advantages of each new product from legacy and competitive solutions. Ensure you can track the success of your launch to quickly determine the scope of awareness and adoption. And finally, determine what new product content is actually being used by sellers and whether or not it resonates with buyers so you can optimize for the future.

4

How Mediafly can help

Mediafly's sales enablement application delivers:

- The ability to effortlessly arm field sales reps with new and updated content
- Robust reporting metrics to quickly and clearly understand sales content adoption and prospect content consumption
- The ability to tie sales content usage to the sale of new products to understand what works best and optimize future content efforts
- Targeted value messaging to specific prospect profiles
- Interactive tools including ROI calculators and TCO comparisons to help quantify the value of new products vs. legacy or competing products to prospects

15%

Getting a product launch right can yield a 15% increase in revenue on average.

5

Improve the consistency and effectiveness of sales conversations and engagements.

It can be a struggle to ensure your sales reps are consistent and effective in every conversation. Without visibility into every sales presentation, it's impossible to be sure your sales reps aren't squandering opportunities, resulting in stalled deals, longer sales cycles, and missed quotas.



According to CSO Insights, 47% of sales reps did not meet quotas last year, the fifth straight year of decline. [6]

What to do

It's time to arm all your sellers with the content, technology, and methodologies they need to succeed like your top performers. Using sales enablement technology to empower sellers to be more effective will help you promote and ensure the consistency of presentations, while enabling sales reps to create the personalized engagements buyers have come to expect. Increasing real-time visibility into sales presentations can help you identify what works, establish sales best practices, and improve forecast accuracy. And create consistent performance across your entire sales force.

5

How Mediafly can help

Mediafly's sales enablement application delivers:

- A clear understanding of what content, data, and tools are leveraged by top performers
- Micro-content creation to mix and match for more personalized sales presentations
- Interactive selling tools for more dynamic and compelling sales content
- The ability to pivot to the right content in real-time sales conversations with prospects
- Content usage and consumption analytics at every stage of the sales cycle
- Automated meeting recordings, with insights into sales content used and tools leveraged
- Visibility into sales process compliance
- Analytics that correlate sales reps' content usage with deals closed

20%

Mediafly's sales enablement platform is proven to help companies boost sales quota performance by 20% and accelerate sales cycles by 15%.

6

Increase understanding of your prospects' industries and needs.

If your sellers are pitching only products and services features, they're not demonstrating to your buyer that they understand their industry or needs. As a result, your buyers are tuning out. Modern sellers need to shift their sales approach to discover and align with buyer needs and industry challenges if they want to engage with buyers earlier in the sales cycle and differentiate themselves from competitors.



According to CSO Insights, less than a quarter of buyers see vendor salespeople as a top three resource to help identify and solve business problems. In fact, sales reps rank below industry experts, third-party subject matter experts, and even vendor websites as a go-to source. [6]

What to do

Equip your sellers with the industry knowledge and commercial insights they need to properly engage prospects. Make this information easily accessible and available both in advance of sales meetings and in real-time with customers. Improve the discovery process with prompts and sales tools to facilitate active questioning and consistent profile and opportunity data collection. Provide interactive guided selling tools including ROI calculators and TCO comparisons to help your sellers analyze buyer needs and give consultative recommendations to prospects.

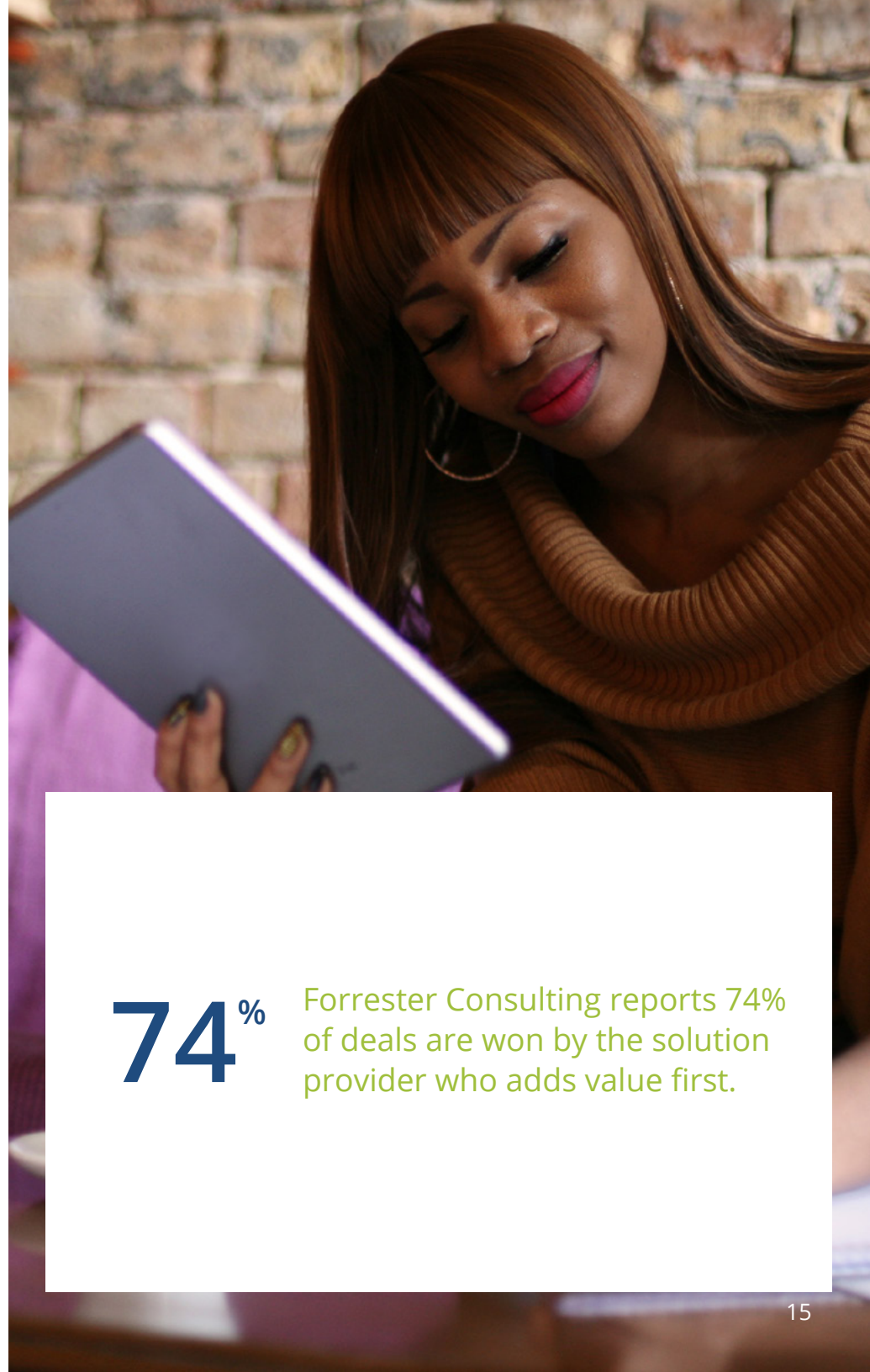
How Mediafly can help

Mediafly's sales enablement application delivers:

- Related sales content and primers to address specific industry challenges and business needs
- Third-party data integration for industry and business-specific insights
- Interactive selling tools to facilitate prospects' needs assessments and make consultative recommendations
- Content recommendations for specific business needs and increased upsell/cross-sell opportunities
- A better understanding of what sales content resonates for specific industries or challenges

74%

Forrester Consulting reports 74% of deals are won by the solution provider who adds value first.



7

Ensure the success of your sales transformation initiative.

Rolling out a new sales methodology requires a huge investment in terms of time and training. Yet most organizations don't have the sales enablement platform or sales tools in place to ensure success and a positive return on investment.



According to Forbes, it costs \$10,000 per sales rep to implement a new sales methodology and effectively train your salesforce. [7]

What to do

To guarantee the adoption and success of your new sales methodology, you must first ensure all communications, sales and marketing content, and cadence align with the tenets of your methodology. Implementing new interactive selling tools can help you automate elements of your new methodology including discovery, assessment, insights, and value alignment. You'll also need to consider how to track and measure the adoption and usage of your new sales methodology content to identify areas for improvement in content production and sales best practices and maximize your return on investment.

How Mediafly can help

Mediafly's sales enablement application delivers:

- The ability to build a customized sales enablement application that mirrors your sales transformation initiative
- The promotion of new sales methodology content with proactive recommendations and search
- Interactive selling tools to help guide key elements of the new methodology including discovery, assessment, insights, and value communication and quantification
- Access to the right sales content at the right time to support your methodology
- A clear understanding of where and when your sales methodology is used by reps to identify new training opportunities
- Correlation of usage and adoption of the methodology to sales outcomes



45%

Companies who implement the capabilities outlined above find themselves 45% more likely to achieve success with their sales transformation initiatives and safeguard their sales training investments.

8

Improve sales onboarding.

When new sales reps are hired and channel partners recruited, they often struggle to easily locate and consume the training, content, guidance, and coaching required to be successful. This results in more time spent ramping up and less effective sales engagements.



CSO Insights reports the number one sales enablement productivity goal is “reducing new salesperson ramp-up time”, as indicated by 45% of sales executive survey respondents. [8]

What to do

By providing easy access to the sales content and tools required to fuel effective sales conversations, your sellers can reduce the time from hire to first deal. A flexible presentation environment with all sales content and resources in one place provides new reps the ability to quickly pivot engagements based on discovery and needs and offer more personalized sales experiences. Enabling reps to seamlessly package sales content presented and share with prospects offers new insights into content consumption, so you can identify what resonates and what doesn't for more productive meetings. As your sales reps improve performance, you'll inevitably reduce sales turnover.

How Mediafly can help

Mediafly's sales enablement application delivers:

- One unified software interface for sales training, sales content, interactive selling and presentation tools
- The ability to easily assess reps skills and knowledge gaps and match with customizable online lessons and certifications
- Recommended/related sales content and tools for more productive sales conversations
- Advanced search to quickly locate sales content and other resources
- Content sharing with peers and subordinates

A close-up photograph of a man with a beard and short dark hair, wearing a light blue button-down shirt. He is looking down and to the right, presumably at a laptop screen, with a focused expression. The background is blurred, showing what appears to be an office setting.

33%

Firms who implement the capabilities above achieve 33% faster time to sales effectiveness for new sales reps and channel partners.

9

Better enable channel sellers.

With nearly half of all B2B revenue coming from channel partner sales [9], your channel performance is critical to achieving your revenue goals. But growing your channel revenue can be difficult when channel sales reps aren't dedicated to selling only your solutions. How can you increase mindshare with channel sellers and ensure you have visibility into the tools and systems they use to sell for greater control over the marketing and sale of your products and more accurate forecasting?



According to CSO Insights, 35% of channel partners currently fall short of their revenue targets.

What to do

B2B companies must enable their channel partners with the same caliber of sales content and interactive selling tools that they do their direct sales reps to ensure consistent and impactful sales interactions. Offering channel sellers access to the same sales application your own sales reps use will increase your visibility into how your products are being marketed and sold and how deals are progressing. As a result, channel sellers will improve engagement and you'll maintain more control over your brand and ensure compliance.

Partners with access to interactive sales tools including ROI calculators or TCO comparisons specifically, find it twice as easy to accelerate deal closure and 1.8x as easy to get high-level stakeholders involved in sales discussions. [9]

How Mediafly can help

Mediafly's sales enablement application delivers:

- One unified sales application for direct and indirect sellers to access the same impactful and engaging sales content and tools on any device, online or offline
- Interactive selling tools including ROI calculators, TCO and product comparisons, and diagnostic and benchmark assessments for value-led sales conversations
- Push notifications announcing new and updated sales content
- Visibility into how your sales content is used by channel partners and consumed by channel customers
- Controlled content access for each channel partner
- Ability to manage and control sales content customization for compliance

65%

Implementing the same sales content and resources for channel partners that you do for direct sellers can help improve channel quota attainment by 65%.

10

Increase internal adoption of key sales tools.

You invest millions in your CRM solution but fail to achieve the adoption and usage you expect, limiting your return on investment. You have a sales content repository in place but fail to see the benefits because of access issues or complexity. You need a way to generate expected outcomes, but are at a loss for how to increase adoption.



According to CSO Insights, only 49% of companies using digital content management solutions for sales see adoption rates of 76% or better. [10]

What to do

Integrating your sales tech stack for a holistic view of your sales process and automated syncing of important data and insights can help you drive usage and adoption of your sales enablement solution, CRM, and other key systems. Ensuring the sales enablement solution you select incorporates new and emerging technologies like artificial intelligence (AI) and machine learning (ML) to automate day-to-day tasks like data entry and increase the efficiency of your sellers will have a direct impact on driving sales tech adoption.

How Mediafly can help

Mediafly's sales enablement application delivers:

- Automatic data syncing between Mediafly and CRM, ensures the details of every buyer interaction are recorded into CRM every time, with little effort by the sales reps
- AI powered sales content recommendations available in CRM
- Integrated customer-specific and third-party industry data to arm sellers with relevant insights for every sales engagement
- Reporting dashboard for SAP, Microsoft Dynamics, and Salesforce to understand what content drives revenue
- Effortless integrations with Salesforce, SAP, SharePoint Online, Media Bridge, Synthesis Flight Deck, BI tools (MicroStrategy, Tableau) via CSV, Campaign Monitor email, and interactive selling tools



33%

Leveraging these capabilities can help you to better maximize investments in sales technology including CRM, improving proper usage and adoption by 33%.

Conclusion

B2B companies can do more to support their sales and marketing teams.

Implementing the right sales enablement technology can drive greater sales efficiency and effectiveness, empowering your sellers to accelerate purchase decisions, expand selling opportunities, and exceed sales quotas. Mediafly transcends traditional sales enablement to ensure B2B companies provide their sellers and marketers with the technology and methodologies to transform buyer-seller engagements from static and linear presentations to collaborative, value-led sales experiences that drive positive business outcomes.

To learn more about our technology solution for sales enablement, sales training, and value selling, visit www.Mediafly.com.



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Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's **Evolved Selling™** solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Visit Mediafly.com or follow [@Mediafly](https://twitter.com/Mediafly) for more information.