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A Marketing Leader's

All-Inclusive Guide to

SALES ENABLEMENT

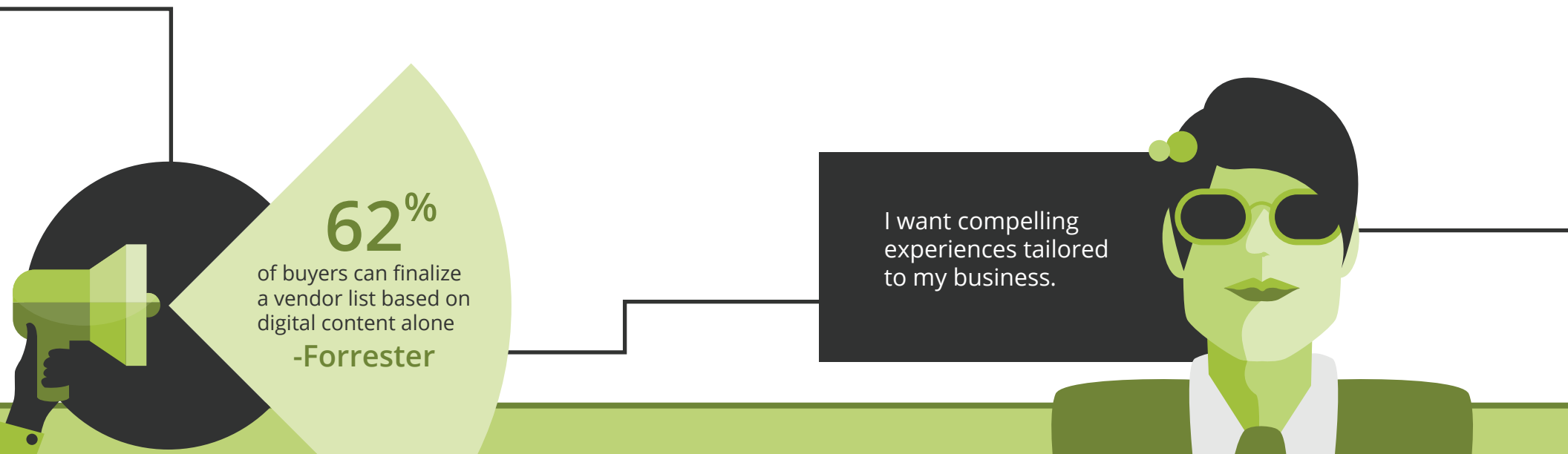
A Marketing Leader's All-Inclusive Guide to Sales Enablement

Buyers have changed. They have more information at their fingertips and are engaging with salespeople later in the buying cycle than ever before. In fact, sixty-two percent of buyers say they can develop selection criteria or even finalize a vendor list based on digital content alone [1]. That puts a tremendous amount of pressure on modern marketers navigating the already complicated world of demand generation. And it doesn't stop there.

In the age of experience, buyers want consistent and compelling experiences tailored to their business or industry every time they interact with your brand, no matter where they engage. To meet buyer expectations, sellers must abandon static, boring PowerPoint decks centered around the features and functions of your product and instead provide personalized, interactive sales experiences that effectively communicate your value proposition in the context of the buyer's business. Marketing plays a critical role in this shift. Today's marketers are responsible for more than acquisition. You're expected to ensure your sellers can provide best-in-class sales experiences that accurately represent your brand and move deals forward at every stage of your buyer's journey. But how?

Over the last 5 years, spending on sales enablement technology has increased sixty-nine percent [2]. Companies of all sizes across every industry are recognizing the importance of enabling their marketers and sellers with tools to increase effectiveness, boost productivity, and capably differentiate themselves from the competition.

In this guide, we'll provide a comprehensive overview of what sales enablement is and how it can help your organization align marketing and sales to foster buyer satisfaction and accelerate business growth.

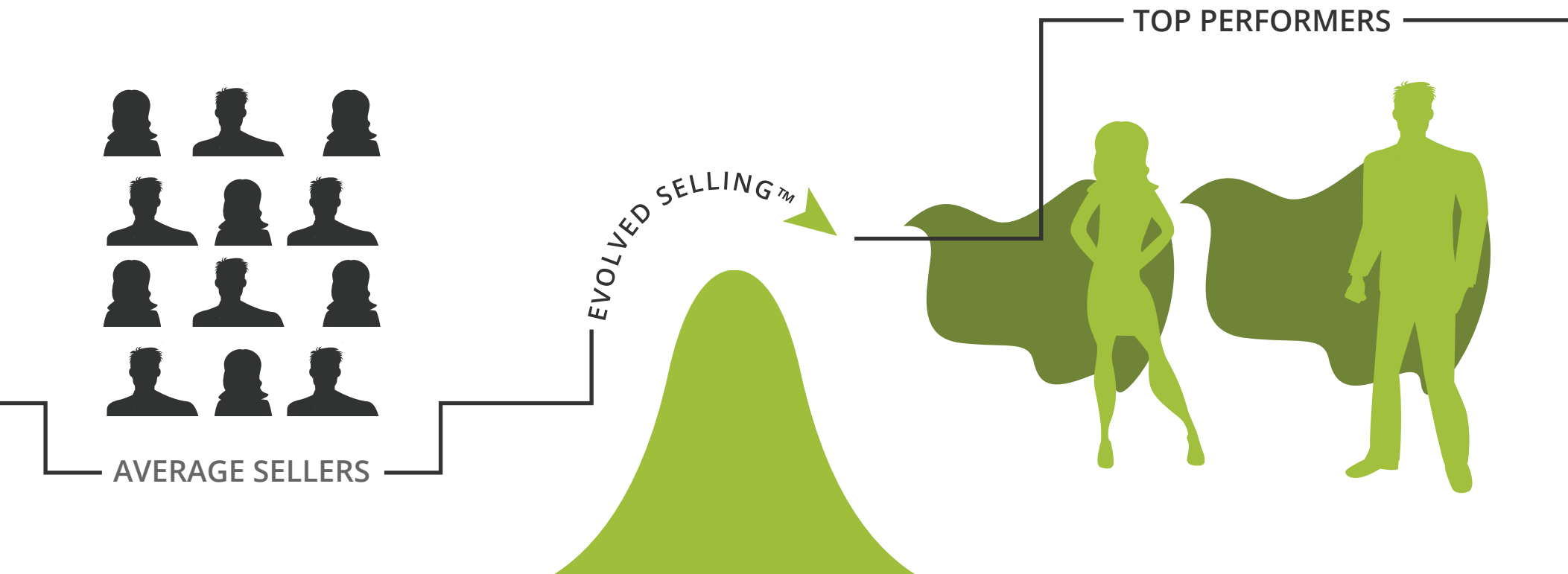


What is Sales Enablement?

Analyst firm Forrester Research defines sales enablement as “a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer’s problem-solving life cycle to optimize the return on investment of the selling system.” But what does that actually mean?

If you think of your sales force in the context of a bell curve, imagine your top performers on the right-hand side and the rest of your sellers on the left. The goal of sales enablement is to move your average sellers over the hump, from left to right, and get them to start selling like a top-performer. Your top sellers tend to be able to confidently articulate the value of your solution in the context of what is important to the buyer. Your average sellers may lack the natural charisma and knowledge to execute the same sophisticated, value-based sales presentation that your top-performers do. If you have the right sales enablement solution in place, you can provide a means for new and average sellers to elevate their sales sophistication and success.

At Mediafly, we call this evolution of your sales organization, made possible by sales enablement, **Evolved Selling™**.



Do you need Sales Enablement?

1 Do you have a lot of content or a large product catalog?

2 Do you store all up-to-date, marketing-approved content in one central location?

3 Are your sales reps able to quickly and easily find and assemble different types of content into engaging and interactive sales presentations that resonate with buyers?

4 Or are they creating their own off-brand and noncompliant sales presentations because they can't find the information they need?

5 Do you have an easy way to quickly push new and updated content to sales reps?

6 Are you constantly asked to create customized collateral for specific sales scenarios?

Here's a harsh reality. **Ninety-five percent [3] of buyers buy from someone who gave them content at every stage of the buying process, yet sixty-five percent of sales reps say they can't find content to send to prospects and ninety percent avoid using the content they can find because it's outdated and not customizable.** At the most basic level, sales enablement technology is a Sales Asset Management (SAM) or Digital Content Management for Sales (DCMS) system. It's a central repository for marketers to easily upload and distribute new and updated marketing-approved content and guarantee sales can find it.

A robust sales enablement platform ensures sales reps can quickly and securely access new and up-to-the-minute content including video, PowerPoint slides, PDF, and more in one intuitive interface. They can also mix-and-match that content to create a customized experience for each individual sales interaction and present it on any device, whether online or off. Marketers retain control over the brand and message but can incorporate dynamic content to give salespeople the flexibility they need to personalize each sales engagement depending on the buyer's specific industry or business challenges.

Gone are the days of sales reps downloading collateral to their local machines and using outdated, irrelevant, or inaccurate content in pivotal moments with buyers. With all content at their fingertips, sales can spend less time preparing presentations and more time selling. Marketers can rest assured that their content budget isn't going to waste and that the content shared is up-to-the-minute, compliant and accurate. You'll also minimize the number of requests for customized sales collateral, so you can spend more time producing and optimizing quality content that resonates with buyers.

65%

of content produced
by marketing for sales
never gets used

-SiriusDecisions

Do you need Sales Enablement? (cont)

7 Does your content resonate with buyers?

8 Do you know what content is actually being used by sales?


9 Do you rely on sales feedback or gut instinct to optimize existing content or create your content plan?

10 Can you clearly track and measure what content drives revenue?

In addition to aligning sellers and marketers for increased efficiency, a sales enablement platform that incorporates artificial intelligence (AI) or machine learning (ML) can also help you create more impactful content for improved sales outcomes. Sales enablement platforms with AI-powered meeting trackers combine the power of CRM data and analytics to offer marketers new insight into what content is being used at various points in the sales cycle and a true understanding of what content drives revenue. **How?**

When integrated properly, the system autonomously recognizes when a meeting has taken place and identifies the appropriate account record in CRM. Sales must only confirm the meeting has taken place with the click of a button for invaluable data like meeting notes and content presented to be logged in both CRM and your sales enablement platform. Marketers can then utilize back-end analytics to determine what content is used most, at what point in the sales cycle, and whether or not it helps move a deal forward or results in a won opportunity. Understanding what content drives revenue enables you to focus your efforts on creating higher-value assets that help sellers move deals forward and optimize existing assets for maximum return on investment (ROI).

Marketers can also use ML within sales enablement platforms to drive content recommendations based on a combination of tagging and real-time data. In this scenario, the system begins to recognize patterns in content usage and makes recommendations for the next best piece of content based on what's popular or related. Marketers can designate different content for different stages of the sales cycle and ensure sellers are using the right content at the right time.



I need high-value assets that help move deals forward and provide maximum ROI.



59% of companies that surpassed revenue targets - and 72% that exceeded them by 25% or more - have a defined sales enablement function

-CSO Insights

How do you justify an investment in Sales Enablement?

The sales enablement space continues to pick up speed with CSO Insights [4] reporting an eighty-one percent increase in companies implementing sales enablement programs, titles, and functions from 2016 to 2017, and for good reason. Eighty-four percent [5] of sales reps achieve quotas if their company has adopted a “best-in-class” sales enablement program. Report data also shows that fifty-nine percent [6] of companies that surpassed revenue targets have a defined sales enablement function.

Those who adopt an Evolved Selling approach can expect to accelerate deal closure by up to forty-three percent and drive company growth by as much as sixty percent. Evolved Sellers experience a seventy percent lift in buyers purchasing more than the original scope of the project because of the value and insights added throughout their sales interactions. They also drive repeat business, with buyers eighty-two percent more likely to consider them for future opportunities. [7]

To succeed in a digital economy, companies need to prioritize sales enablement and give modern buyers what they want - a prescriptive and personalized buying experience that clearly articulates the value your product or service will bring to their business. Coupling content marketing with a robust sales enablement technology ensures you're not only equipping your sellers with relevant and engaging content but empowering them to use it in the right way and capturing hard data to inform future content marketing efforts at the same time.



We need sales enablement to give the modern buyer a personalized sales experience and forge success for our company in this digital economy.

How do you build a business case for Sales Enablement?

Your business case should convey the importance of implementing a sales enablement platform to your organization and earn the buy-in you need to move forward with an evaluation.

Since sales enablement is still a relatively new concept and plays a large part in aligning various departments, it's not always clear exactly who your stakeholders will be. Identify who from marketing, sales/sales management, sales operations, IT, and compliance, if your industry is highly-regulated, will be involved in the decision so you can begin to understand and manage competing priorities. You'll also need an Executive Sponsor, preferably someone outside of your own department.

From there, identify the key metrics you'll use to measure the success of your sales enablement implementation, and hypothesize the value you estimate the solution will bring to your business. Use the information included in this guide to help.

Next, build a model in Microsoft Excel or Google Sheets using industry benchmarks, and document your assumptions. Don't be afraid to ask potential vendors for help. They can provide data around the costs associated with deployment to help you formulate your ROI story, and many will even help you build your full business case. Keep stakeholders and peers involved throughout the process to ensure you are addressing priorities appropriately and continuing to manage expectations.

Once you've finalized and presented your business case and gotten the go-ahead to move forward, re-visit time and time again to measure against set goals and benchmarks. This will ensure you're continuously optimizing your case to address the ever-changing needs of the business.

10 STEPS TO BUILD YOUR BUSINESS CASE:

- 1) Identify key stakeholders
- 2) Obtain Executive Sponsorship
- 3) Benchmark current state
- 4) Make a hypothesis
- 5) Model hypothetical changes
- 6) Calculate ROI
- 7) Perform peer, stakeholder, and management review
- 8) Finalize business case
- 9) Present Business case
- 10) Revisit business case

How do you overcome barriers to purchase?

Any technology purchase is a big investment, and key decision-makers will want to ensure they'll see the appropriate ROI before moving forward. Avoid discouraging delays by anticipating barriers to purchase and preparing thoughtful responses that will resonate with stakeholders.

While roadblocks on your way to approval are frustrating, they're to be expected. For some arguments, like "no budget", you'll need to get creative. Many companies audit their existing sales entertainment and events budgets to identify what works and what doesn't. It may be an easy solution to reallocate some of these funds to a sales training and technology budget if you have the numbers to back it up.

Make a clear distinction between sales enablement, CRM, and CMS in your business case. A robust sales enablement platform actually works in tandem with CRM and Content Management platforms to streamline processes and help your team deliver more engaging and interactive buying experiences that drive business growth. With a platform that's both fully-integrated and easy-to-use, most customers see very high adoption rates. New AI and ML capabilities help automate day-to-day tasks like data entry within the platform and CRM, driving adoption of integrated systems. This is a bonus for companies still struggling with CRM adoption.

If the preference is to build a system in-house, articulate that customers using sales enablement platforms already available in the market experience fast time-to-value and are usually up and running in anywhere from a few weeks to months, depending on the complexity of solution requirements. Some vendors will also accommodate customizations for unique business requirements. It would take a lot more money, resources, and time to build something as robust from the ground up.

COMMON BARRIERS TO PURCHASE INCLUDE:

- 1) No budget
- 2) Misunderstanding that sales enablement is just a CMS
- 3) Misunderstanding that sales enablement is a CRM tool
- 4) Too great a culture shift required to work in such a digital way
- 5) Have built or are planning to build a custom solution
- 6) Already have a less robust sales enablement tool in place
- 7) Would require too much internal integration for solution to be successful

What should you consider when selecting a sales enablement technology?

Once you've gotten the go-ahead to move forward with an evaluation of different sales enablement technologies that you feel could meet or exceed the needs of your business, there will be a lot to consider.

For a successful deployment and high adoption of your new sales enablement application, the technology you choose should be fast to start, meaning it can be deployed quickly. The application should be easy and intuitive enough to onboard users quickly and inspire high adoption rates, and be flexible enough to integrate with existing or future marketing and sales technology investments. It should also meet or exceed your organization's security requirements.



CHECKLIST:

- | | |
|---|---|
| <input type="checkbox"/> Mobile Ready | <input type="checkbox"/> Flexible |
| <input type="checkbox"/> Fast time-to-value | <input type="checkbox"/> Customizable |
| <input type="checkbox"/> Easy to use | <input type="checkbox"/> Robust |
| <input type="checkbox"/> Secure | <input type="checkbox"/> Strong partner |

The platform you select should offer the flexibility needed to enhance the sales experience. Not every sales interaction happens in a boardroom. The application you deploy needs to be optimized for mobile, and available online or offline. It should be scalable, and it should enable marketers to distribute and sales to assemble different types of content. Static presentations don't cut it anymore. You need to incorporate interactive tools including TCO and ROI calculators, videos, and dynamic content to really add value to sales interactions.

Your sales enablement technology should be easily customizable (if required). Every business is unique and requirements can vary drastically. Your solutions provider should be prepared to build in the functionality needed should the out-of-the-box solution not tick all of your boxes. You should also have the option to brand your application for more consistent buying experiences. If you have a unique business model, a homegrown solution doesn't have to be your only option.

Finally, look beyond digital content or asset management. A content repository is great for collecting and storing marketing and sales collateral, but it doesn't do anything for the buyer experience. You'll need the additional tools built-in to a full sales enablement platform to help your sales organization take engagement to the next level. Working with a vendor team that takes a partnership approach to deployment and a high-touch approach to customer relationship management can ensure your implementation runs smoothly, the application checks all of your necessary boxes, and the solution meets the ever-changing needs of your business for the duration of your partnership.

Contact Mediafly today to begin quantifying the ROI of your content and driving sales revenue.





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The Evolved Selling™ Solution

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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** for more information.