Enablement Process Map

Build High Performing Team by Aligning People, Processes, and Priorities

SALES HOOD

LESS MATURE

GO-TO-MARKET	LEARNING	COMMUNICATIONS	CUSTOMER ENGAGEMENT	ACHIEVEMENTS
Metrics & KPIs	Pitch & Product	Team Huddles	Prospecting	Attainment
Motions	Skills Training	Content Library	Value Selling	Win Stories
Activities	Assessments	Playbooks	Call Execution	Compensation
Sales Planning	Social Learning	Broadcasts	References	Incentives
Budgets & ROI	Coaching	Calendar	Proposals	Kickoffs
Plans by Role	Onboarding	Crowdsourcing	Negotiations	Correlation

MORE MATURE