

SALES ENABLEMENT SCORECARD 101™

Your salespeople need to be armed with tools and resources that will support a highly personalized, consultative selling approach. They need to have fingertip access to marketing materials that address prospects' key pain points, answer their questions and position your solution as superior to those of your competitors. Ultimately, your salespeople need to be able to customize their sales conversations around the unique needs of each prospect, and efficiently nurture them toward a sale.

The most efficient way to accomplish this is via a sales enablement software platform, which centralizes all the tools and resources they need in a well-organized online repository infused with AI. It can also be used to deploy these assets and track each prospect's engagement with them.

If your company is not ready for the investment in a comprehensive platform, you could start with specialized tools to automate competitive research or a collateral recommendation engine. An even more basic step in the right direction would be to use an extranet to create a digital hub of resources, accessible to inside and field sales.

After you have assessed the health of your sales enablement efforts, reach out to us for a free 20-minute consultation. We will review your scorecard and advise you on the next steps to improve your performance in this important area.

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
<p>MISALIGNMENT OF SALES AND MARKETING</p>  <p>The challenge: Salespeople pursue opportunities using the tools and resources they have at their disposal. They're often not aware of the sales aids marketing has produced to help them, or the best ways in which to use them.</p> <p>Business impact: Salespeople spend too much time looking for sales aids and resources or creating their own – and not enough time selling.</p>	<p>Develop a set of internal resources and processes to help salespeople do a better job of discerning prospect needs — and respond to them with the right tools and resources.</p> <p>Examples:</p> <ol style="list-style-type: none"> 1. Calling guides that are customized by vertical markets, buyer segments and stage of the buyer's journey. 2. Key account plans 3. Sales and marketing alignment workshops (quarterly frequency is recommended) 4. Service-level agreements between the marketing and sales teams. 	<p>Which score applies to your company?</p> <p>10 Points: We have excellent alignment between marketing and sales, plus processes to ensure they're in sync with each other.</p> <p>5 Points: We're not as effective as we should be in aligning our marketing and sales teams.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; padding: 5px; text-align: center;">YOUR SCORE</div> <p>Points: _____</p>

SALES ENABLEMENT SCORECARD 101 (CONTINUED)

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
DISJOINTED SALES TRAINING		Which score applies to your company?
<div style="text-align: center;">  </div> <p>The challenge: It's not enough to put marketing materials and sales aids in front of your sales team. They need training on how to use them. Salespeople also need help understanding how to articulate your products' and company's value propositions.</p> <p>Business impact: Without this type of training, new salespeople can flounder for months before becoming effective. Existing salespeople may not be selling as much as they could. They need your help!</p>	<p>Build a training portal where your new and existing salespeople can become more effective at what they do.</p> <p>Training topics:</p> <ul style="list-style-type: none"> • Customer journey mapping • Go-to-market strategies • Knowledge sharing between salespeople • Selling scripts • Best practices • Product and competitor knowledge/learning 	<p>10 Points: We have a well-organized and comprehensive sales training portal to maximize the effectiveness of our sales team.</p> <p>5 Points: We have some resources for them to access, but they're not as comprehensive and well organized as they should be.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p style="text-align: center;">Points: _____</p>
DISPARATE SELLING AIDS		Which score applies to your company?
<div style="text-align: center;">  </div> <p>The challenge: Many companies don't do a compelling or unique job of articulating their solution's value to prospects, either online or in-person. Salespeople need tools and resources that enable them to customize a compelling selling experience around their prospects' key needs.</p> <p>Business impact: Your company may be missing a significant number of sales opportunities because you're not meeting the expectations of prospective buyers.</p>	<p>Provide a wide variety of tools and resources to help prospects educate themselves about your solution and to help streamline the selling process.</p> <p>These tools may include:</p> <ul style="list-style-type: none"> • Online calculators • Product configurators • Business case templates • Video demonstrations and facility tours • Customizable presentations • Guided selling tools, such as data visualizations and calculators • Battlecards 	<p>10 points: We have developed sales aids to help nurture prospects in each vertical market or customer segment through each step of their buyer's journey.</p> <p>5 points: We have created some selling aids for our products and solutions, but we need to do more to adequately meet their needs.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p style="text-align: center;">Points: _____</p>

SALES ENABLEMENT SCORECARD 101 (CONTINUED)

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
<p>LACK OF BUSINESS INTELLIGENCE TO ACCELERATE SALES</p>		<p>Which score applies to your company?</p>
<div style="text-align: center;">  </div> <p>The challenge: Salespeople have access to scattered bits of collateral, training and planning tools, but none of it is integrated. It's hard to create an accurate picture of key prospects, sales metrics, forecasts and predictions, and deploy the content and tools to help your sales team win more deals, faster.</p> <p>Business impact: A fragmented approach to data, training and content causes your sales team to be less successful than they could be. Competitors that are better equipped with business intelligence continue to win more engagements.</p>	<p>Sales enablement software centralizes all the tools, resources and data your salespeople need to nurture prospects efficiently and win more sales. According to an Aberdeen study, sales reps spend an average of 42 hours per month uncovering information to help them sell.</p> <p>Depending on the features and functionality of your software your reps could:</p> <ol style="list-style-type: none"> 1. Automate competitive research 2. Access real-time market insights 3. Query for the best collateral to share with a prospect based on their persona or industry 4. Design 1:1 buyer journeys for key accounts 	<p>10 points: We have sales enablement software that provides all the tools, resources and data our salespeople need to provide prospects with a highly personalized buying experience.</p> <p>5 Points: We have some tools and resources available on a single web page for our salespeople to access — but we need to do more to improve our effectiveness in this area.</p> <p>1 point: We are laggards in this category. We need lots of help.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;">YOUR SCORE</div> <p style="text-align: center;">Points: _____</p>
<p style="text-align: center;">Contact MaryAnn Long for a free 20-minute consultation to help you improve your sales enablement effectiveness: maryann@cultivate-communications.com</p> <p style="text-align: center;"><i>Sales Enablement Scorecard 101™. All Rights Reserved.</i></p>		<div style="background-color: #f4a460; text-align: center; padding: 5px;">TOTAL SCORE</div> <p style="text-align: center;">Add the point values from above and place the answer here.</p> <p style="text-align: center;">Points: _____</p>