

10 TIPS FOR A TOP-NOTCH SALES ENABLEMENT STRATEGY

WHY YOU NEED A FORMAL SALES ENABLEMENT STRATEGY

Think long-term when it comes to sales enablement. Implementing sales enablement tools without a proper strategy is short-sighted and can reduce your chances of success.

A formal sales enablement strategy:

- Helps keep your sales enablement activity focussed and on track
- Provides a clear definition of roles for sales and marketing, increasing efficiency and supporting cross-functional relationships
- Streamlines the sales process
- Gives sales teams the right tools, training, coaching, and confidence to connect with customers and close more sales

TIPS FOR SUCCESS

1. CREATE AN IMPLEMENTATION PLAN

You know the old adage – failing to plan means planning to fail. Implementing a sales enablement strategy is a significant undertaking, and a proper project plan is a must. Establish your project team, and define roles, objectives, and timelines.

Appoint a project manager to manage the workflow and hold the team accountable.

2. ESTABLISH CLEAR AND MEANINGFUL OBJECTIVES

While your goal with sales enablement is to help your sales team sell more, you need to be more specific with measurable and actionable objectives. The objectives need to define what you hope to achieve with the tools and systems you provide.

For example, if you want to increase the time your team spends selling, you might set a goal to increase the active selling time by 20%. Then you would implement tools to reduce time spent on other tasks. For example, you could provide templates for cold calls and emails.

3. BUILD A SALES ENABLEMENT CHARTER

You need a proper framework customized to your unique business operations and needs. Think of your charter as a roadmap to success. Define the mission and stakeholders and clearly state your expected results. A well-defined charter keeps everyone on the same page and ensures consistency in the sales process. But remember, it will be a fluid document that will evolve over time.

4. COMMUNICATE THE BENEFITS

Buy-in is all about benefits. Your sales team needs to know how they will benefit from the sales enablement tools. Everyone needs to understand what you are hoping to achieve and what results you expect. Treat this like a sales pitch – and treat the sales team like your customers.

5. ENGAGE THE SALES TEAM IN PLANNING

The sales enablement strategy can only succeed with the sales team. You need a system that works with their processes and day-to-day work.

Input from the sales team can guide you to the appropriate systems, content, training, and coaching. Remember, they'll be living and breathing the sales enablement strategy. They need to be a part of the process.

6. BUILD AND IMPLEMENT A PROPER TRAINING PLAN

People can't use tools they don't understand. Training is key. Developing a proper training plan gives your team the skills and confidence to leverage the tools. Remember, training can't be a one-time event – it needs to be a continuous process. Investing in ongoing training means investing in success.

7. SUPPORT CONTINUOUS IMPROVEMENT WITH COACHING

Training builds skills and competence, and coaching helps sustain them. An effective coaching plan helps reinforce learning and supports continuous improvement. It's key for long-term success and professional development.

8. MAKE THE TOOLS AND CONTENT EASY TO ACCESS

Sales teams will only use tools they can access. Keep things simple and make everything easy to find. Store all tools and content in a central location and make sure all tools are accessible via mobile devices.

9. REVIEW REVISE, RETRAIN (AS NEEDED)

A sales enablement strategy is not a one-time implementation. It needs continuous review and evaluation. Review at least quarterly to assess performance against your established objectives. Adjust as needed and always plan for training.

10. KNOW WHEN TO CONSULT AN EXPERT

Sales enablement is a complex process, and a sales enablement expert can guide you through the process of developing a strategy. When it comes to developing tools for your team, sales enablement is a specialized skill. You need someone with the right experience to create effective training, content, and coaching plans.

**READY TO LEARN MORE ABOUT SALES ENABLEMENT?
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