
THE BBD BOOM

10 SALES ENABLEMENT NECESSITIES

Sales enablement is about making sure your sales team is provided with all the resources they need to effectively and efficiently close more deals. These resources may vary and can include items ranging from content such as case studies, all the way through to tools such as email templates.

A sales enablement strategy is the approach your business will take to provide sales with these resources. This strategy should be tailored to your sales team's needs so they can ultimately sell better by targeting your audience and closing more deals.

Here's a checklist of what we at BBD Boom think should be necessities in your sales enablement activity.

A STANDARDISED REPORTING SYSTEM

1

An agreed on, standardised reporting system should be a single source of truth, whereby sales reps can easily and immediately derive valuable insights from business data. Reporting depends on the needs of the individual company, but common reports include:

- Activities logged by salespeople
- Product demos delivered
- Deals won and lost
- Leads generated / worked
- Forecast
- Quota achieved

Not only should these sales reports be reinforced by sufficient training to be able to access and interpret them, but sales reps should also be trained to be able to create these reports themselves.

SALES PROCESS AUDITS

2

With these sales reports, you should be able to see weak points in your process that need revisiting. For example, say demos are looking high for last month, but closed sales are down. This then should indicate that the demos process needs to be reviewed, as they are clearly not having the desired outcome.

A sales process audit, backed by the data in your reports, should reveal points in the sales process that need improvement.

LEAD SCORING

3

A lead scoring system assigns a positive or negative weight to your contacts and companies based on data indicating if they are a good fit. For example, for a broadband company, geographic reach is a big indicator of lead fit, so will score contacts or companies within their broadband network reach high, and ones who are way out of network, low.

With this lead score data, reps will now easily be able to see contacts or companies who are worth more of their time in an instant.

ORGANISATION OF SALES CONTENT

4

Organising sales content should always start with auditing existing content. Sales enablement should involve both sales and marketing, so it's important to ensure all content created by both parties is consistent, up to date, and relevant to the user. Furthermore, having all this content centralised in one location will allow reps to easily find these resources instantly. Examples of content that should be audited and organised include:

- Customer case studies
- Whitepapers and ebooks
- Product demo decks

Content libraries can be hosted using tools such as Google Docs or a CRM, like HubSpot does [here](#).

CASE STUDIES

5

Case studies are one of the most important pieces of marketing-made sales content in your team's library.

Previous customer success stories speak volumes when you're trying to instil confidence in your prospects, so within six months of implementing a service to one of your customers, you should have at least one case study highlighting the service and the challenges it helped overcome.

Bear in mind, four times as many buyers prefer video than written content. If this is beyond your marketing team's capabilities, consider outsourcing to a marketing agency.

EMAIL TEMPLATES

6

Behind actually calling your prospects, as you may expect, email marketing is the most effective way for a sales rep to connect.

Streamline the long process of writing out a bespoke email by creating standardised email templates that can be easily accessed from their inbox.

Whilst this can drastically increase productivity, make sure that these templates have enough space for them to be personalised and tailored to the prospect in question.

7

EMAIL SEQUENCING

Sequencing automatically triggers follow-up emails if a prospect hasn't responded to the rep in a set amount of time. This crucial set-it-and-forget-it automation can save dozens of rep hours constantly setting reminders and writing emails on the cuff.

8

DIRECT CALENDAR LINKS

Within prospecting emails, ensure reps include a direct link to their calendar. Prospects who are ready to buy can immediately schedule an appointment with the rep using that link. This will allow reps to just open their calendars at the start of the day to find multiple, non-overlapping meetings already booked in by the qualified prospects themselves.

9

LIVE CHAT

A prospect is looking through your website? This is the best time to connect. Set up live chat on your website to make sure reps can immediately connect with interested prospects in an instant. To make this outreach even more effective, use a filtering criteria to ensure that live chat boxes only pop up to contacts with a high lead score.

10

SALES ENABLEMENT
SOFTWARE

Sales enablement software allows your sales reps to manage all of your materials and content from one central location. Sales enablement software solutions provide you with the ability to create, share, edit, and manage your materials and resources with ease. All of your reps can use this as a single source of truth, with them being able to access the information here at any point in time. Furthermore, it allows your marketing team to easily collaborate with sales on the content they create and share with prospects and customers.

As a HubSpot Diamond Solutions Partner, it's no surprise that we see HubSpot as the perfect solution that encapsulates all the above necessities. HubSpot's free CRM provides your business with a complete look at your sales pipeline as well as access to a variety of content creation tools. It also connects all of your sales and marketing efforts, so all important cross-team sales enablement collaboration is easy.

When you provide your sales reps with the resources, materials, and tools they need, they'll gain the ability to not only sell more effectively, but sell more efficiently and at a higher rate.

If you'd like to discuss any of the necessities highlighted in this checklist, [click here to speak to one of our solutions specialists.](#)

To book a demo of the HubSpot CRM [click here.](#)

