

How to Get Started with Sales Enablement

What You Should Know for 2021

klyck.io





Klyck is a Sales Enablement Platform that Helps B2B Sales Reps Close More Deals and Build Better Relationships



Content into Conversations



Data into Direction



Sales Reps into Sales Experts

The Problem

How B2B Sales Cycles Have Changed



- Risk aversion from economic environment & budget constraints
- Larger buying committees
- Connected solutions are front and center
- Buyers empowered by Google – Content is plentiful
- COVID has changed the game
 - **70-80%** of buyers prefer self service or remote interaction
 - **75%** of business leaders say digital is as good or better than traditional channels (up 10% YoY)
 - **89%** of business leaders say new channels are here to stay



Some Stats on the New Environment



5

Min number of high value pieces of content viewed before purchase

70%

Percentage of buying process completed by customer before contacting sales

73%

Percentage of millennials in B2B buying committees

75%

Of marketing content is never used by sales

Sales & Marketing Alignment Stats



32%

Higher revenue vs. firms without alignment

38%

Higher win rates on sales pipeline

27%

Faster revenue growth rates

36%

Higher customer retention

The Solution

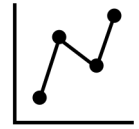
Path to Sales Enablement



1. Who Owns it? Build Your Team



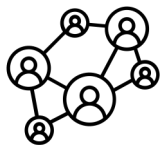
2. Set Clear Goals and Requirements



3. Define Your Key Metrics



4. Content Creation and Organization



5. Implement a Sales Enablement Tool



Who Owns It? Build Your Team

Build Your Team



- Appoint the right champion internally
- Champion must have ability to work cross functionally with sales & marketing
- Where should sales enablement live? Sales or marketing?
- Identify the receivers & supporters internally
 - Receivers are typically the sales team (inside sales, outside sales, and distributors)
 - Supporters are the marketing team
- Define roles and responsibilities for your sales enablement team to ensure efforts are aligned



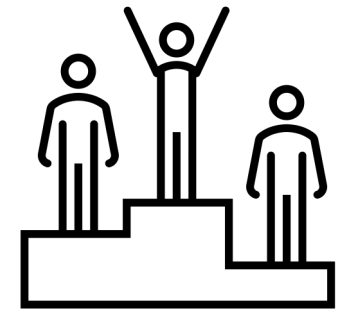
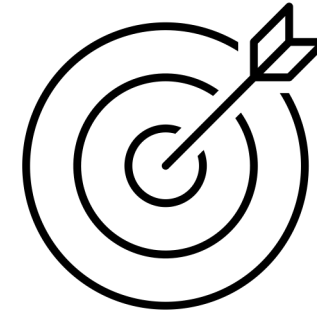


Set Goals & Requirements

Align Goals and Objectives



- Assess your current state – What sales & marketing challenges do you face?
 - Taking time to analyze your gaps as well as your strengths
- Establish simple but clear goals & objectives
 - These typically pair with the challenges you are facing
 - I.e. - Centralize content for teams to access, collect analytics on content engagement to understand utilization...etc
- Collect input from stakeholders (Users/Teams) to help understand needs
- Start by defining 2 to 3 reasonable goals for your sales enablement project
 - These can include – but aren't limited to - better sales and marketing alignment, determining sales training needs, and insight into customer engagement
- Create a blueprint with action items
 - Make sure to define small, achievable goals that lead to your overall objective
 - Ensure that you have accountability within your teams to the goals
 - The hardest part is keeping field sales on the path
- Establish a User Requirements Guide





Define Your Key Metrics

Define Your Key Metrics



- Successful sales enablement strategies hinge on good metrics
- Choose clear KPI's that help measure your goals/objectives
- Some examples of typical sales enablement metrics are:
 - Number of sales team logins to the app
 - Number of presentations created by sales
 - Number of content shares by sales
 - Number of opens and engagements by prospects
 - Number of content views by prospects, etc.
- Connect sales enablement to CRM
 - This allows you to calculate ROI on your investments in content and sales collateral
 - Also empowers suggested actions based on prior data
- Determine the activities that drive outcomes, build measurement for those
- Start small – Measure leading indicators. Revenue is important but will take time to see impact.





Content Creation + Organization

Content Creation + Organization



Process

- Gathering your content together and arranging it into categories (brochures, graphics, spec sheets, videos, etc.) will help you identify where your deficiencies lie
- Aggregate and identify the sales and marketing content you want teams to use
- Develop a strong understanding of how you want to organize your content for teams to access
 - One of the best ways to do this is to align your content with your buyers' journey
- Develop the categorization for your content including a set of filters or tags

A photograph of two men in an office setting. The man on the left, with a beard and wearing a grey blazer over a blue checkered shirt, is smiling broadly and shaking hands with the man on the right. The man on the right is seen from the back, wearing a light blue shirt and glasses. The background is a blurred office interior with large windows.

Implement Sales Enablement Tools

Implement Sales Enablement Tools



- Using your Goals and User Requirements, choose a platform that fits your needs
- Ensure that the partner you choose understands your goals and can help support them (Customer Success/Support)
- Get support of the end users – Pushing top down rarely works
 - Encourage teams to come to the table with their thoughts and ideas. Make them part of the process.
- A sales enablement tool is designed to help, not hinder
- Create a robust training strategy and execute it with your sales enablement champion
 - Even basic training can double a sales rep's success and with the tool



In Review



1. Build Your Team
2. Set Clear Goals and Requirements
3. Define Your Key Metrics
4. Content Creation and Organization
5. Implement a Sales Enablement Tool

Pitfalls



1. Lack of executive buy in
2. Saying, not doing
3. Throwing software at a problem
4. Failing to establish accountability
5. Not putting in place a champion



**The best time to plant a tree
was 20 years ago.**

The second-best time is now.