



The Only Guide You'll Ever Need for **B2B Sales Enablement**

Strategies Designed to Streamline the Sales Process and
Accelerate Revenue Growth



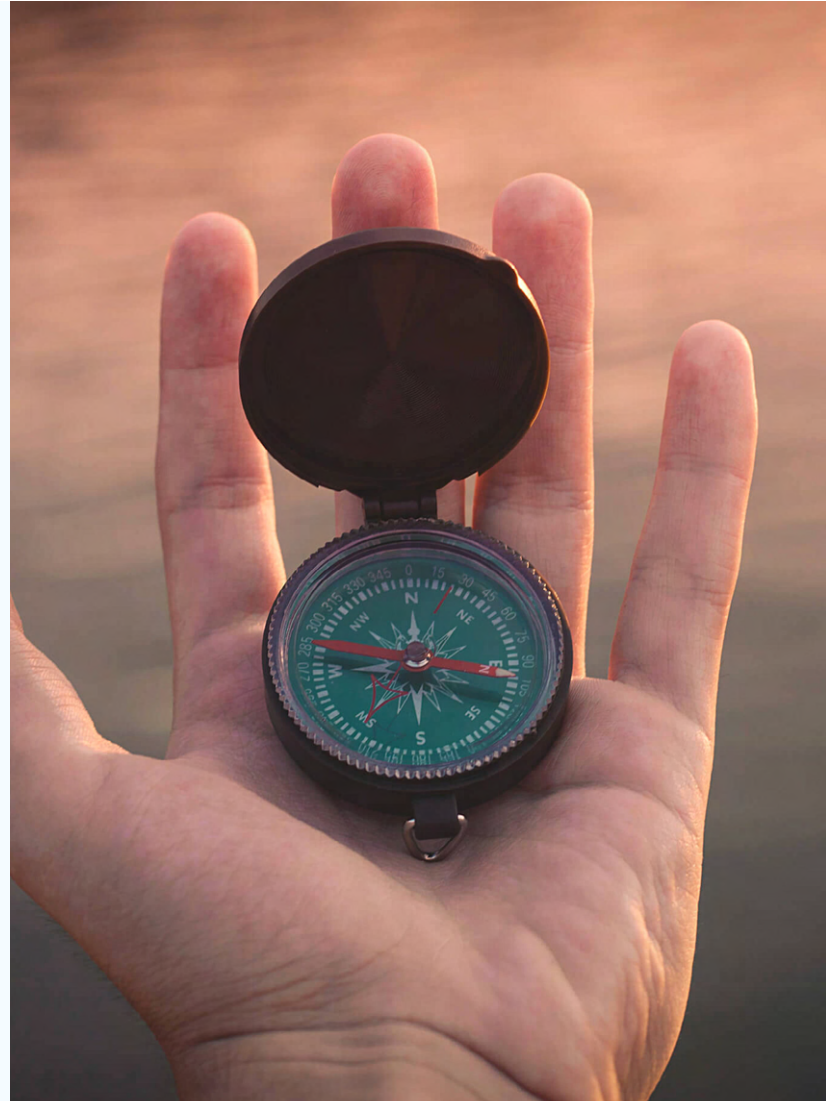
Summary

Do you have an incredible product or service, but when you think of your approach to B2B sales something feels off?

Your spidey senses tingle. Something just isn't quite right, and the problems don't really point to a specific mistake — they appear more...systemic. The connections between the people, processes, and technologies in your organization are slugging along, like a cog that needs oiling.

Ask Yourself:

- Feeling overwhelmed by the new B2B digital landscape and unsure how your organization can adapt?
- Do you keep overhearing something about ICPs? Are you unsure of what they mean for sales?
- Are your marketing teams saying one thing, and your sales teams are saying something completely different?
- Getting the feeling that you aren't leveraging the data you're collecting to gather key insights into your business?



If you find yourself answering yes to any of these questions, you need to gather your teams and take a close look at your current approach to sales. Luckily this guide will help you do just that.

START READING →



B2B Sales Enablement Contents



What is Sales Enablement?



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What Should You Do Next?



What is Sales Enablement?

“Enablement” is a word that’s been picking up traction in recent years. Generally speaking, the term is used in an empowering way, encouraging the possibility that something is going to happen. With that in mind, [what is sales enablement?](#)

Sales enablement is a process of resourcing your sales team to make it close more deals faster. It helps salespeople and [partners](#) (via direct and indirect channels) engage in targeted ways across the different stages of the B2B buyer journey.



Why Does It Matter Now More than Ever?

The way B2B customers buy is changing. Digital interactions are now [2 to 3 times more important](#) to B2B customers than traditional sales interactions. Further accelerating this change in buying behavior is COVID-19 — [90% of B2B sales](#) moved to digital channels in the wake of the pandemic.

Sales Enablement: A Product of the New B2B Buyer Journey

As a result, today’s B2B buyers know a heck of a lot more about you than you know about them. When they’re considering a purchase, they spend [27% of that time](#) researching independently online. And when buyers are comparing multiple suppliers, the amount of time spent with any one seller may be [as low as 5%](#). Today, sellers are merely a channel to buyers, not the channel.

This shift puts your buyers in control of the sales process. Something that was once linear and predictable is now complex, long, and variable. As more and more of the buyer journey becomes self-directed, organizations are losing customers before their sales teams even get a chance to pitch. Sales teams have [fewer opportunities to influence customer decisions](#), so you need to meet buyers where they’re at.

This is where sales enablement comes into the picture.



Building a B2B Sales Enablement Framework that Works for You

While most B2B organizations have a focus on sales enablement, each is at a different stage of maturity. For some, sales enablement is simply the production of sales collateral by the marketing team to support the buyer journey. For others, sales enablement is an official function — with headcount and budget — that sits somewhere between sales, marketing, human resources, and customer success.

B2B Sales Enablement Maturity Scale

Marketing supports sales teams with some content but there are no shared sales enablement processes, technologies, or goals.

Sales and marketing teams have an official lead generation program and some shared sales enablement processes, technologies, and goals.

Sales enablement is a distinct function that sits alongside sales, marketing, and customer success and is supported by human resources.

Sales enablement processes, technologies, and goals are clearly defined and engrained in the culture.

Where does your team fit on this scale?

Don't worry about whether you're "getting it right." As long as you're on the way, that's what counts! Use the following questions to help identify your organization's sales enablement maturity level.

LOW

Does your marketing team have a content calendar that maps content consumption to the buyer journey?

MEDIUM

Do your sales and marketing teams agree on what makes a lead sales-ready?

Do your sales and marketing teams work together to create content for each stage of the buyer journey?

HIGH

Does your organization use a sales enablement platform (SEP)?

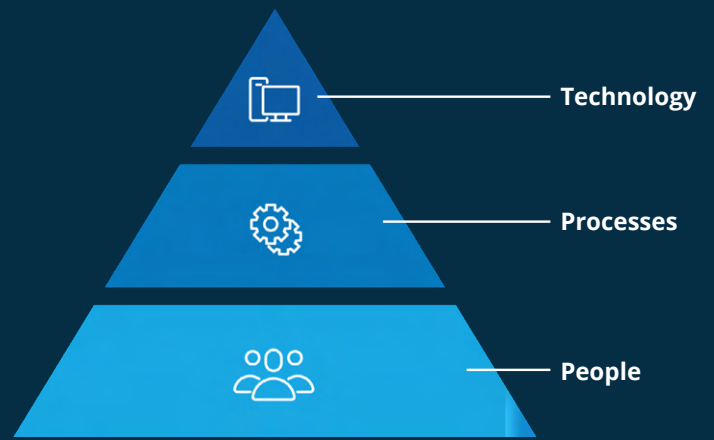
Do you have a manager or director of sales enablement?

Does your organization hold regular team alignment meetings where goals are clearly defined and roadblocks to success are addressed?

The Key Pillars of a B2B Sales Enablement Framework

Imagine you're on a road trip and sales enablement is the destination. While there are multiple ways to arrive at your destination, the route is made up of essentials that support your journey: a full tank of gas, a reliable vehicle, an up-to-date map app, and a groovy playlist.

In a [sales enablement framework](#), the key pillars are people, processes, and technology.



People

The teams and third-party agencies required to support the strategy

- › Human resources and people teams
- › Sales and sales operations teams
- › Marketing teams
- › [Third-party agencies](#)

Marketing teams in particular play a critical role in sales enablement, no matter your organization's stage of maturity. They play a key role in the lead generation process and work closely with sales teams and customer events, gathering information from these interactions to create [sales enablement content](#) that addresses key concerns and questions at various stages of the buyer journey.

Processes

The shared processes required to align sales and marketing teams, create accountability, and set goals to measure the success of the strategy

- › Lead generation
- › Lead scoring and qualification
- › Metrics and key performance indicators (KPIs)
- › Account-based marketing (ABM)

Technology

The technologies that can support the processes, automate manual work, and free up time to spend on high-value sales enablement activities

- › Customer relationship management (CRM)
- › Sales outreach
- › Sales enablement technology

B2B sales enablement isn't a one-off initiative. To see the best results, an enablement culture must be built from the ground up with support from leadership. A [sales enablement framework](#) will help you make the business case for the resources you need to start.



Focusing on the Buyers Most Likely to Buy from You (ICP)

Let's get right into it. Buyers are the core of your organization, but we also know you can't be everything to everyone — [at least 50% of your prospects](#) are not a good fit for what you sell. Tools like ideal customer profiles (ICPs) and buyer personas clear up who your ideal customer and buyers are in your market segment.



Ideal Customer Profiles and Buyer Personas

In today's digital world, salespeople can be overwhelmed with information from contacts that are actually a poor fit for their business. This is why [lead scoring](#) and qualification are valuable sales enablement processes.

[ICPs for sales](#) are focused on the fit of the account and don't go into detail about individual people. Sales and marketing teams can use them to maintain alignment via lead scoring and qualification processes.

On the other hand, buyer personas provide structure and context by way of mapping out and curating content for the buyers and decision makers in that account. Creating a buyer persona creates a human connection between you and your potential customers — it's always easier to communicate with someone you know than with a stranger.

Ideal Customer Profiles

- ▶ A description of a semi-fictional company
- ▶ Focused on fit of the account, not individual buyers
- ▶ Made of qualitative and quantitative data unique to your organization
- ▶ Include information like available budget, company size, industry, and geography

Buyer Personas

- ▶ Archetypes that capture the buying patterns you notice in your market research
- ▶ Focused on the specific people you'll meet on the buyer journey
- ▶ Include information like demographics, goals, challenges, role in the buying process, and where they get their ideas and new information

So which is it, [customer profile vs buyer persona](#)? Which is one more important for B2B sales enablement?

It's not a competition at all. Rather, it's quite the opposite: while inherently different, they're equally important for sales enablement.

Both ICPs and buyer personas streamline the sales process by narrowing down your target buyers, improving your lead's buying experience, and achieving organization-wide alignment. When you align your teams on fit and sales readiness, you're ultimately working with leads who want to buy your product. They're choosing to be on this journey with you — it's up to you to seize the day and deliver to win the deal.



Maintaining Sales and Marketing Alignment

Sales and marketing teams have always struggled to maintain alignment. Traditionally they have functioned in [separate silos](#), each with their own language, leadership teams, and KPIs. This approach was abrupt, disruptive, and generally a negative experience for the buyer.

Challenged by the new [B2B buyer journey](#), the traditional approach has met its match. With so much of the buyer journey happening digitally, marketing plays a bigger role in the sales process. Buyers are not engaging with salespeople until right before they make their decision, spending only [17% of their time](#) meeting with potential suppliers. Today, sellers are merely a channel to buyers, not the channel.

Key Stats on Sales and Marketing Misalignment



90%

of sales and marketing professionals point to a number of disconnects across strategy, process, content, and culture¹



60-70%

of B2B content is never used because the subject topics are irrelevant to the buyer audience²



57%

of marketing professionals say sales and marketing teams rarely or never collaborate assessing content effectiveness³



91%

of data in CRM systems is predicted to be incomplete, stale, or duplicated each year⁴



Sales ignores up to **80%** of marketing leads, instead spending half their time on unproductive prospecting³

This shift in consumer behavior has changed the dynamic between sales and marketing, making it hard to know where one begins and the other ends. [9 in 10 sales and marketing professionals](#) say they are misaligned across strategy, process, content, and culture. Establishing sales and marketing alignment best practices for your organization is key as your teams adjust to this new dynamic.

Now more than ever teams need to agree on their contributions to the new B2B journey: sales supplies marketing with information around the customer journey, and marketing creates valuable content that moves prospects through the funnel. This way, you're not only going after the right buyers, but you're also speaking the same language throughout the sales process.

B2B sales enablement acts as a stake that anchors sales and marketing teams. As a strategic business function that sits between both teams helping to create alignment and efficiency, we believe B2B sales enablement is the first step an organization can take to gain [sales and marketing alignment](#).

Source:

1 [LinkedIn. Moments of Trust.](#)

2 [Adobe Experience Cloud. Sales and Marketing Alignment.](#)

3 [Content Marketing Institute. Creating Content for Sales Enablement.](#)

4 [findstack. The Ultimate List of CRM Statistics for 2022.](#)



Bouncing Back When Sales Enablement Goes Sideways

Noticing tension between your sales and marketing teams? Is lead handoff clumsy? Are your content and lead generation metrics low? Have you invested in special tools but have yet to see a return on your investment?

Do any of these situations sound familiar? If so, don't be discouraged.

B2B sales enablement is a complex function with lots of moving parts so if you start noticing it go off track, it's ok. It will take some experimentation to figure out the [top sales enablement solutions](#) that work for your teams. And trust us, [experimentation is the most tactical approach](#).



There are several reasons why sales enablement strategies go askew, but don't worry. Here are some key signs to look out for when this happens — and where you should prioritize your resources to shift back into alignment.

Key Signs	Resource Allocation
<ul style="list-style-type: none">▶ Your content does not answer prospect questions and concerns▶ Your content engagement and lead generation metrics are low	<ul style="list-style-type: none">▶ Get sales involved in content creation▶ Interview sales about what questions they get during the sales process and create content that directly addresses those questions
<ul style="list-style-type: none">▶ Sales reps appear disconnected from the sales process▶ Sales reps don't understand the new buyer journey; they do not know which questions buyers have and how to answer them to keep leads moving down the funnel	<ul style="list-style-type: none">▶ Implement regular training to fill the knowledge gaps around customer pain points▶ Create opportunities to build your sales reps' confidence by teaching them to sell based on value
<ul style="list-style-type: none">▶ You've invested capital into special tools but you have no idea how to use them▶ Your data is a mess and doesn't give any insights	<ul style="list-style-type: none">▶ Set up your sales enablement process without specific tools, then explore tech solutions later to accelerate it▶ Maintain a feedback loop between marketing, sales, and your customers



Optimizing Sales Performance with Sales Enablement

No matter the sales process your organization adopts, sales enablement will fit right in. Acting like a chameleon, established sales enablement activities blend into your organization to play a key role in supporting your sales process.

A [sales process](#) is your organization's unique way of selling. They outline a series of repeatable steps a salesperson takes to turn an early-stage lead into a new customer. With prospects at the center of every type of sales approach, finding the unique methodology to continually meet their needs is essential to optimize sales performance.

There are literally [dozens of proven sales methodologies](#) and each bring their own qualities to streamline the sales process and build mutually beneficial relationships with customers. We've created profiles of two methodologies, known for their impact on B2B sales, to illustrate how sales enablement processes contribute to their successful execution.

The Challenger™ Sales Approach

1
Challenger
First up is the [Challenger™ sales approach](#).

Sales Enablement Activity	Methodology
Proactive Response to the New B2B Buyer Journey	Challenger reps have an unusual approach to sales: they understand their customer's market so well, delivering insight their customers aren't even aware of
Cross-Functional Team Alignment	Teams are closely aligned and share resources which allow sales reps to have an intimate knowledge of their customers
Sales Process in Lockstep with the Buyer Journey	Challenger reps succeed by building trust with their customers, which puts themselves in the position as a trusted partner

The Sandler Sales Method

2
SANDLER™
Next, the [Sandler Sales Method](#).

Sales Enablement Activity	Methodology
Lead Scoring and Qualification	Sandler sales reps focus on listening and asking the right questions to understand their buyer's pain points, what their budget is, and who their decision makers are
Relationship Building and Customer Success	Sales reps act as consultants and ensure prospects are a perfect match for their offering
Relationship Building	Sales reps get inside the minds of their customers and figure out how they see the world

[Optimizing sales performance](#) is most successful when you keep your prospect top of mind, orienting B2B sales enablement activities around continuously meeting their needs. And no matter your way of selling, we're confident they will fit right in.



Creating Sales Enablement Content

Content plays an important role in sales enablement. From eBooks and infographics to competitive intel battlecards and sales playbooks, effective sales enablement content helps salespeople attract and engage buyers, address their concerns, handle objections, and ultimately close sales.

In some organizations, it can be difficult to define [sales enablement content](#) since many enablement assets are also used as buyer-facing content in marketing and lead generation programs.

While both marketing and sales enablement teams focus on content creation and management, they differ when it comes to their primary audience.

Marketing

- ▶ Creates and manages buyer-facing content (eBooks, blog posts, product marketing materials, etc.)
- ▶ Sets and maintains consistent brand and messaging standards across all content
- ▶ Ensures salespeople have the content and templates they need to effectively engage with customers

Sales Enablement

- ▶ Creates or co-creates sales-facing content (sales playbooks, competitive battlecards, email templates, call scripts, etc.)
- ▶ Manages marketing-created content for salespeople to share with buyers
- ▶ Ensures salespeople have the guidance and training they need to effectively use marketing assets to engage with customers



Types of Sales Enablement Content

Sales enablement content delivers value to buyers in the sales process in two ways: **buyer-facing content** and **sales-facing content**.

1. Buyer-facing content

- Adds value for buyers by answering questions at key stages of the buyer journey
- Targets specific personas that the salesperson will encounter during the sales process

Examples of Buyer-Facing Content

- eBooks, whitepapers, webinars
- Blog posts
- Guides, checklists, infographics
- Case studies and testimonials
- Analyst reports
- Product one-pagers
- Business case templates and ROI calculators

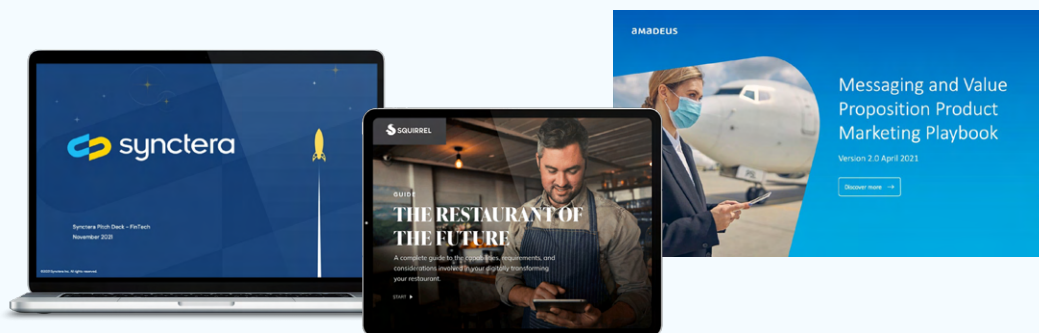


2. Sales-facing content

- Adds value for buyers in a less explicit way than buyer-facing content
- Ensures that salespeople are informed so they can deliver an exceptional experience to the buyer and guide them toward a solution to their problem
- Salespeople must be kept well-informed about the products they're selling, the industry they're selling to, and the potential pain points of the buyer

Examples of Buyer-Facing Content

- Competitive positioning tools
- Sales nurture emails
- Sales scripts
- Proposal templates
- Sales playbooks





With this top of mind, consider taking an inventory of your current sales enablement content and establishing some best practices to keep it organized and relevant. Brands of all sizes can benefit from mapping their content through the various stages of the buyer journey as shown below.

Buyer-Facing Content

	Technical Buyer	Functional Buyer	Economic Buyer	Sales Tools
Awareness	<ul style="list-style-type: none"> - Technical whitepapers - Blog posts/SEO - Social media (organic and paid) 	<ul style="list-style-type: none"> - Guides - Blog posts/SEO - Checklists - Infographics - Social media (organic and paid) 	<ul style="list-style-type: none"> - Whitepapers - Blog posts/SEO - Analyst reports - Social media (organic and paid) 	<ul style="list-style-type: none"> - Sales playbook - Sales nurture emails
Consideration	<ul style="list-style-type: none"> - Webinars - Live events - Technical case studies/testimonials - Product one-pagers 	<ul style="list-style-type: none"> - Webinars - Live events - Use case/efficiency case studies/testimonials - Product one-pagers 	<ul style="list-style-type: none"> - Webinars - ROI calculator - Business outcome case studies/testimonials 	<ul style="list-style-type: none"> - Sales playbook - Sales nurture emails - Sales scripts
Decision	<ul style="list-style-type: none"> - Demo - Videos - Free trial/assessment - Reference architectures 	<ul style="list-style-type: none"> - Demo - Videos - Free trial/assessment 	<ul style="list-style-type: none"> - Demo 	<ul style="list-style-type: none"> - Sales playbook - Competitive positioning docs - Proposal
Retention	<ul style="list-style-type: none"> - Onboarding guides - How-to videos - Blog posts - Newsletters 	<ul style="list-style-type: none"> - Onboarding guides - How-to videos - Blog posts - Newsletters 	<ul style="list-style-type: none"> - Quarterly/annual business review - Newsletters 	



Implementing a Successful Sales Enablement Strategy



Hitting a home run in sales enablement isn't an easy feat. Implementing a successful B2B sales enablement strategy is like playing a puzzle where the pieces are constantly moving. Key people, processes, and technologies are constantly in flux, and it takes a collective effort to get the pieces to fit together just so.

But just think of the reward on the other side of the challenge:

- Reaching your goals faster with more precision
- Accelerating revenue growth
- Having more confidence behind your business decisions

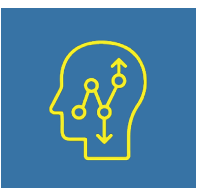
As you carefully plan and build your [sales enablement strategy](#), take these best practices along with you for the ride.



1. Align Your Teams on a Clear Goal

With sales enablement being a cross-functional discipline that sits between sales, marketing, human resources, and customer success, all stakeholders need to agree on a clear goal.

Whether it's a new product launch or a specific dollar amount of revenue, your goal should be realistic — especially if you're just getting started with sales enablement. Don't get caught up choosing the "best" goal and just get started!



2. Focus on the Behavior of Buyers Most Likely to Buy From You

How do you do this? By building out your ICP for sales and buyer personas and using key sales enablement processes like lead scoring and qualification.

In your sales enablement strategy, sales and marketing teams need to have a shared understanding of what a qualified lead is — and they need to build their target buyer definition together. This taps into [sales and marketing alignment](#) and allows you to maximize your time spent with the right buyers and minimize time spent on the wrong ones, ultimately streamlining the sales process and increasing business results.



3. Change the Way Your Company Thinks About Content

Content plays a key role in sales enablement. Usually content creation is owned by marketing teams, when sales creates more content through emails, presentations, and phone calls at a much larger scale than marketing. Sales teams can often be found struggling to find assets or duplicating content to meet their needs, resulting in mixed messaging and friction in the sales process.

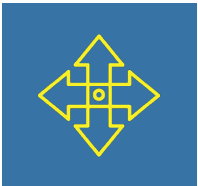
Instead of a siloed approach to content creation, internal structural changes should be made so that content streamlines the sales process and aligns with the buyer journey. Consider running new assets by sales for feedback, and while you're at it, leverage tools like a content management system (CMS) to store them in a shared place.



4. Leverage Resources Across the Buyer's Journey

The best sales enablement strategies allocate resources to support the entire buyer's journey. You need to ensure that your organization's capital is working as hard as it possibly can to streamline the sales process.

[Creating an analytical foundation](#) builds a strong business case for shifts in resources and is key to overcoming stakeholder resistance. Another option is to [work with a third-party agency](#) who can act as a neutral stakeholder and keep your sales enablement efforts on track.



5. Nurture Alignment and Collaboration Across Stakeholders

The siloed approach to business is [no longer in alignment with today's digital buyer journey](#). While silos were effective at managing departments that owned entire processes, in the new B2B buyer journey, lines between departments are blurred making key processes cross functional.

Yes, in sales enablement the focus is on sales and making the sales team more effective, but it does not mean your organization sits at the feet of sales. All stakeholders need to be contributors and feel comfortable bringing insights to the table.

In the spirit of encouraging alignment and collaboration across stakeholders, let's talk about a team that's frequently overlooked when it comes to B2B sales enablement.



Including Partners in Sales Enablement Strategies

In the world of B2B, partners and resellers form the most lucrative distribution channel to help you reach new customers. When channel partner relationships are managed correctly, partners can act as an extension of your organization, helping to quickly expand and grow your audience.

Despite the fact that [channel partners](#) are effectively an extension of your sales teams, they can often be overlooked when it comes to sales enablement. Effective [partner enablement](#) is the key to successful and mutually beneficial relationships.



“Partner enablement is the practice of supporting your partners with the proper training, materials, and information to execute your sales process and sell your product or service. The process involves both technical and sales-related elements.”

— [HubSpot](#)

4 Pillars of Partner Enablement

There are four core pillars that support a partner enablement strategy including onboarding, a partner portal, sales training, and [content](#). Let's take a look at some of the best practices within this partner enablement framework that can help you build solid partnerships and broaden your sales potential.

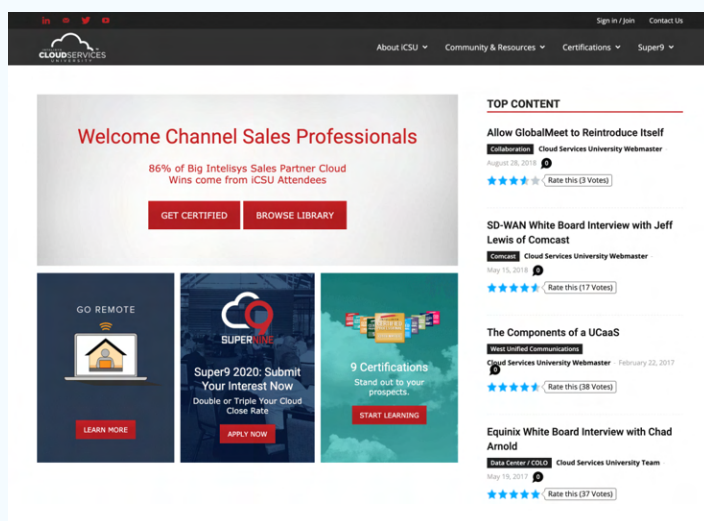
1 Partner Onboarding

Partner onboarding is a critical but underestimated process for ensuring success. It should begin with some discovery sessions to exchange basic information about the people, processes, and technologies that will support the foundation of the partnership.

2 Partner Portal

A partner portal is an application designed to give partners exclusive access to a number of sales enablement resources, such as deal registration and lead management tools, product information, and sales and marketing content and training.

When [building your partner portal](#), consider what your partners might need to increase their productivity and sales. A seamless user experience, campaign tracking features, and built-in reporting metrics can go a long way in ensuring user adoption and demonstrating value of your partner enablement efforts.



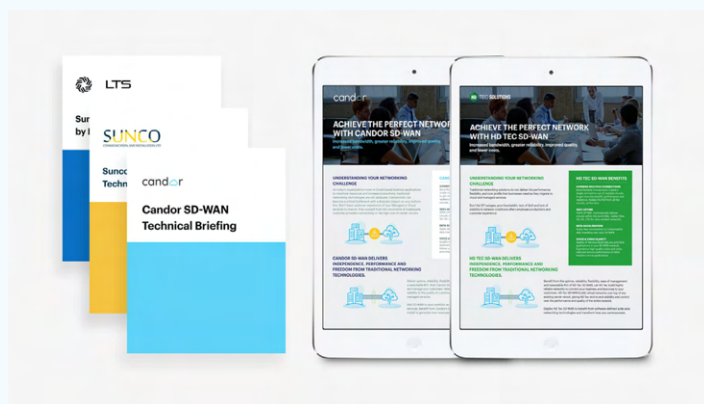
3 Partner Sales Training

Partner sales training is one of the most important parts of partner enablement and should be offered to everyone delivering your service or selling your product. This includes any representatives, franchisees, vendors, consultants, resellers, contractors, and distributors.

Partner training shows these important stakeholders that your business is investing in processes to make them successful.

4 Partner Content

The most important content to build in support of your partner enablement efforts include typical enablement material like partner sales playbooks and product data sheets. However, the most valuable partner materials are those that can be co-branded with the partner's own logo and contact details.



To ensure success across partner channels, include partner teams when sales, marketing, human resources, and customer success teams collaborate on sales enablement activities. Partner teams know what will resonate with their audiences and can offer valuable insights to cross-functional teams with training programs.

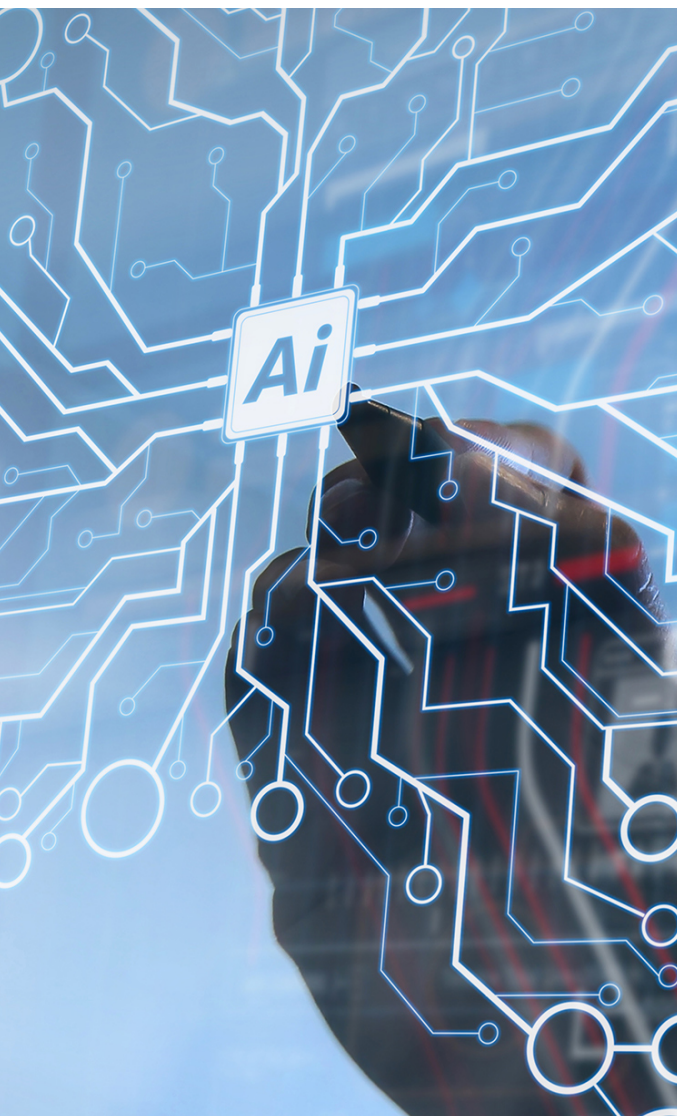


Artificial Intelligence in Sales Enablement

Technology is playing an increasingly important role in sales, and the reality is that [it's not going to change anytime soon](#). A sales process that used to start by someone knocking at your door, or cold calling you by plucking your name out of a phonebook, is now rooted in strategy and driven by data.

Automation and AI are progressively informing our sales processes, driving real, measurable results for your business. Salesforce found that high-performing teams are [2.8 times more likely](#) to be using AI than underperforming ones — a 76% increase since 2018.

How exactly can you leverage AI to inform your B2B sales enablement activities? Let's take a look at some of the key processes from the [sales enablement framework](#) we described above and how AI can play a role.



Lead Generation

Using AI-powered tools, like chatbots and virtual assistants, can help you generate and prospect new leads at scale. These tools find patterns and extract insights from your customer data, essentially building ICPs for sales and buyer personas that narrow down your ideal customer and support sales and marketing alignment.



Lead Scoring and Qualification

Learning from lead conversion data, AI can help you build smarter leads scoring systems, making it easier to generate best-fit leads and convert them at higher rates.

Tools like [Hubspot Sales Hub](#) and [Outreach](#) minimize most of the manual, repetitive work associated with sales outreach so salespeople can spend more time learning about and connecting with their customers.



Account-Based Marketing (ABM)

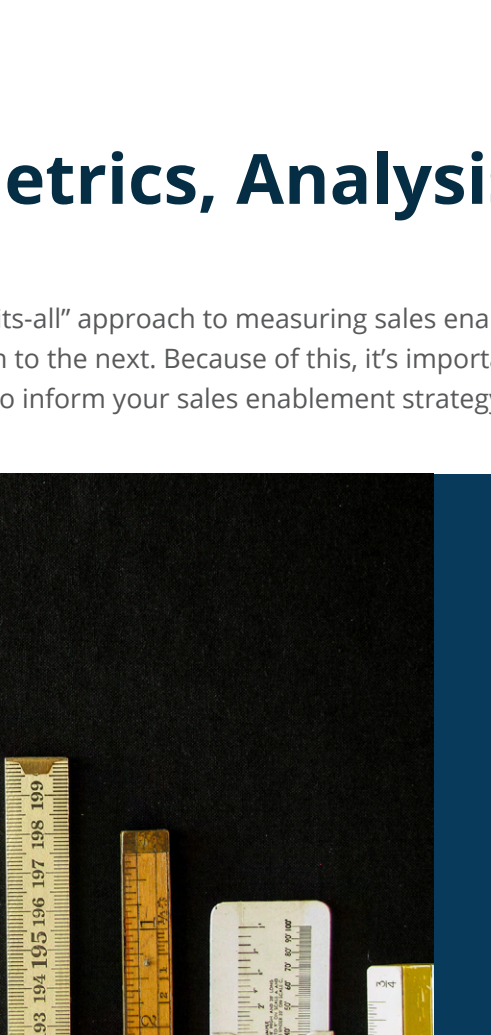
ABM looks at best-fit accounts instead of individual leads. Diagnostic analytical models of AI and machine learning cluster data in a way that builds a refined vision of your ideal customer — one that becomes increasingly refined as the technology learns over time.

AI and sales enablement make a perfect pair. While you can probably accomplish most sales enablement tasks by hand, strategically applying AI will help you to reach your business goals faster and with more precision.

11

Metrics, Analysis, and Reporting

There's no "one-size-fits-all" approach to measuring sales enablement success. What constitutes success differs from one organization to the next. Because of this, it's important to be specific about what information you want and how you'll use it to inform your sales enablement strategy.



Positioning your goals around metrics is essential for sales enablement assessments. These goals will help you narrow down the metrics that matter to your organization. When it comes to sales enablement goals, there are many to choose from. Here are some examples:

- ▶ Increasing traffic to your blog
- ▶ Developing search engine authority
- ▶ Decreasing sales cycle length
- ▶ Brand awareness

We've compiled the [best sales metrics](#) for setting your B2B sales enablement goals and measuring your exceptional efforts. Remember, you can mix and match these metrics any way you want — just make sure they relate to your overall goals.

Content Usage

Measure how your sales enablement content is performing

Examples of KPIs:

- ▶ Content downloads from intranet compared to sales performance
- ▶ Click-through rate of internal company newsletter
- ▶ The percentage of top-performing salespeople who download assets monthly

Sales Proficiency

Measure the day-to-day sales performance of individual reps, teams, and your organization

Examples of KPIs:

- ▶ Performance of sales cadence emails
- ▶ Marketing responsible for pipeline and revenue influence numbers
- ▶ Lead tracking in CRM
- ▶ Quota attainment

Account-Based Marketing (ABM)

Measure the performance of key accounts, as opposed to individual leads

Examples of KPIs:

- › Engagement by account
- › Churn rate
- › Average contract values
- › Sales velocity

Social Selling

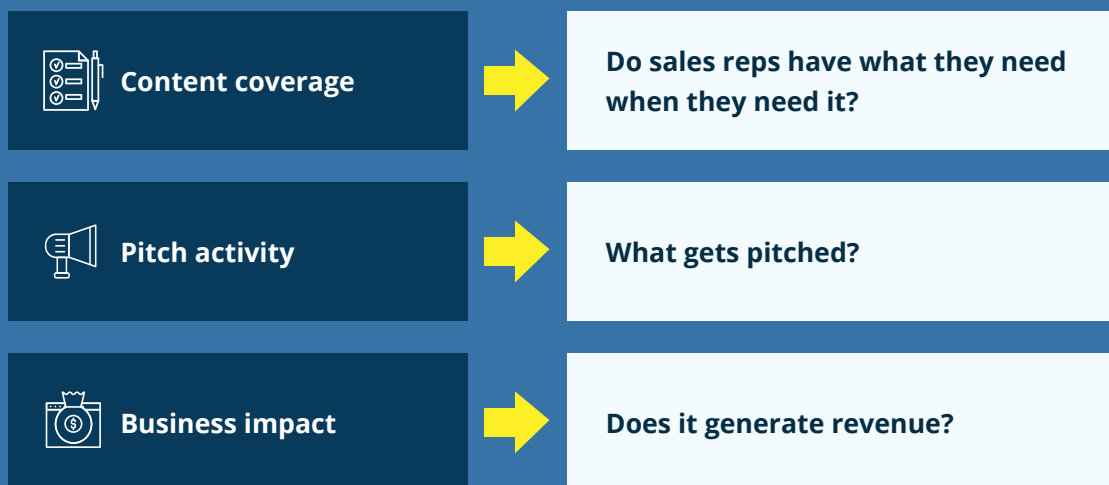
Measure how your efforts impact prospect nurturing and future lead generation

Examples of KPIs:

- › Content engagement rate
- › Network growth
- › Prospect referrals
- › Second degree connections

Now that you have all this data, it's time to peer into it and draw some conclusions.

One way to do this is to gather your cross-functional teams and decide on a set of reports based on their goals. In B2B sales enablement, [some common reports](#) are:



If your teams need the technical support to create these reports, top sales enablement tools like [Highspot](#), [Seismic](#), and [Showpad](#) can help.



Customer Enablement, Retention, and Experience

So we're here at the so-called end of the road. You've landed the sale — the deal is signed, sealed, delivered, and you're celebrating over a single malt Scotch whisky. But...is this really it? What happens next?

If you want to retain them as your customer, this isn't "it." Just because you got the sale doesn't mean your job is complete and you're off the hook. The sale is merely a milestone of the buyer journey. This is especially true in B2B sales and subscription-based business models which rely on renewals and product releases to sustain growth.



Customer enablement is an umbrella term that captures the customer experience, ensuring your customers have everything they need to feel satisfied with their purchase. Enabled customers are happy and loyal customers. And better yet, nurture them to become fans and **invaluable brand advocates**.

Customer enablement exists as programs and will look different depending on the maturity level of the organization. It can be as simple as a post-sales marketing plan to a full-blown cross-functional customer success team. If you're thinking this sounds familiar, you're likely on the right track. Customer enablement has already existed in some capacity just under different names, like customer service and technical support.

How does customer enablement fit with B2B sales enablement? Well, sales enablement is a strategic, collaborative discipline designed to accelerate revenue growth — from both new and existing customers. Customer enablement is a process that supports this discipline.

Sales enablement is also all about orienting around the circular buyer journey. When organizations shift their mindset in this direction, customer enablement becomes part of the picture. It strategically loops your customer back into the sales process through a series of [post-sale experiences](#), encouraging your customers to stick around and become loyal brand advocates.



What Should You Do Next?

The strategy you build using our [B2B sales enablement framework](#) should be treasured. It's singlehandedly one of the most important documents for your organization's success.

Once you have the framework in hand, what's next?

Well, that will depend on your organization's immediate needs and business goals. Here are a couple of suggestions.

👉 Work towards team alignment

Start a regular meeting with team leads, with the sole purpose of opening the lines of communication. Sales and marketing alignment is a non-negotiable part of sales enablement.

👉 Take an inventory of your sales enablement content

Do you have content for every stage of the buyer's journey? How is it performing? Can sales teams easily find what they need when they need it?

👉 Consider assigning someone to own sales enablement activities

[A third-party agency](#) or stakeholder that sits between sales, marketing, human resources, and customer success can act as a neutral party.

👉 Adopt a sales enablement tool

Once your teams are in lockstep and have firmly grasped key sales enablement processes, it might be time to start using a sales enablement tool to automate and streamline the process.

And so much more. But remember that B2B sales enablement isn't a one-off strategy — it's a discipline that needs constant adjustment as target markets evolve, products change, and businesses pivot.



Ready to Talk About Your Sales Enablement Strategy?

Sales enablement is a multi-faceted, cross-functional discipline that's all about resourcing your teams with the right people, processes, and technologies needed to sell effectively and increase business results. And with the new B2B journey in full steam ahead, we believe sales enablement is the perfect pairing to support this new way of selling.

TPM works with both sales and marketing teams to streamline the entire buyer journey — from marketing consulting, strategy, content development, to sales enablement services. Learn how we can help you reach your goals and contact the experts at TPM today.