



# Hit the Ground Running with Sales Enablement

A Three-Step TPM Guide to Assessing Your Organization's Sales Enablement Readiness and Maturity



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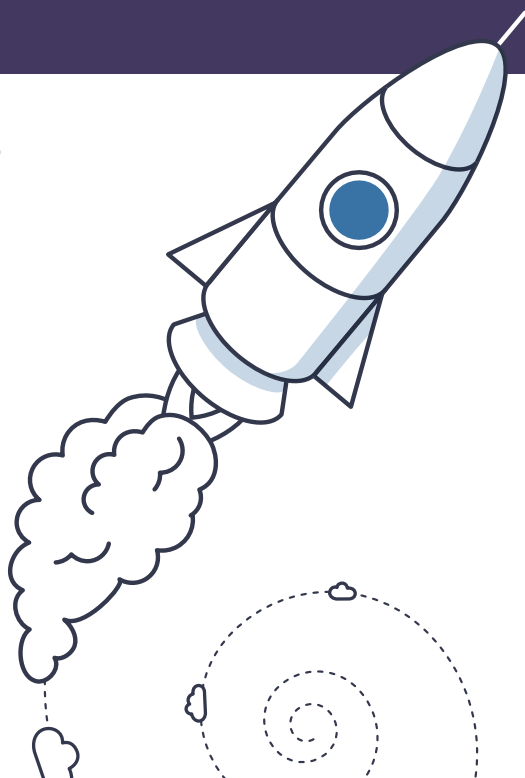
Three Steps to Assessing Your Organization's Sales Enablement Readiness and Maturity

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# Introduction

- ? Are you annoyed with the challenge of making salespeople more efficient?
- ? Are you struggling to align marketing and sales teams?
- ? Or, are you merely trying to figure out what parts of your organization are broken?

If so, you're in the right place.

Equipped with the **questions, tips, and scripts** found in the following pages, you'll be able to evaluate the current sales enablement maturity and readiness of your organization.



This guide is broken down into these actionable steps:

- 1 Determine Your Organization's Maturity
- 2 Start the readiness assessment
- 3 Evaluate results

To use this guide, start from the beginning and work your way through to the end. Work together as a team or ask someone for help if you don't know an answer. And, most importantly, take as much time as you need.

GET STARTED NOW →

# STEP 1: Determine Your Organization's Maturity

Sales enablement maturity is a measurement of an organization's readiness and capability expressed through its people, processes, and technologies. While most B2B organizations have a focus on sales enablement, each is at a different stage of maturity.

Here is a high-level view of what sales enablement could look like between organizations.

**Use these questions to help determine your organization's sales enablement maturity level:**



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

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



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

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?



Sales enablement is a distinct function that sits alongside marketing, sales, and customer success and is supported by human resources. Sales enablement processes, technologies, and goals are clearly defined and engrained in the culture.

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?

As you go through this guide, depending on where your organization fits on this scale, you might end up with more questions than answers.

If that's the case, stick with it. We promise you'll come out of the other side with a fresh perspective on how to get more efficiency out of your sales process.

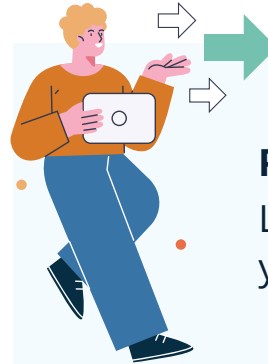
# STEP 2: Start the Readiness Assessment

Now that you've determined your organization's current sales enablement maturity level, it's time to dive into the readiness assessment.

**This step is broken down into two parts:**



**Part A**  
Identify sales enablement resources



**Part B**  
Lay out future plans of your organization

The readiness assessment is a series of questions and prompts to identify key sales enablement resources and paint a picture of your organization as a whole. Use the space provided to write notes.

## Part A: Identify sales enablement resources



### 1 People

Sales enablement is most successful when informed by people from cross-functional teams. These are the key teams and third-party agencies that support sales enablement:

- ▶ Marketing teams
- ▶ Sales teams
- ▶ Human resources or people teams
- ▶ Third-party agencies

**Use the answers to the following questions to reflect on how these teams are coming together to support sales enablement.**

How does sales enablement currently fit into your organization?

Does sales enablement have its own headcount and budget? Is there a manager or director of sales enablement?

What's the most challenging part of your job? What would you like to see improved?

What's your top priority right now? How does it relate to the organization's vision and current goal? What roadblocks do you have in achieving that goal?

What's the content creation process like at your company? Who's in charge of it?

What touch points does a piece of content go through, from idea to publication? Who approves the request before it goes to marketing for creation?

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What's the most common complaint from sales teams? From marketing teams?

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How is content used in the sales process?

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What system is in place for organizing and storing content? Do sales and marketing teams share a content management system?

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What content usage key performance indicators (KPIs) are used? How are sales and marketing teams held accountable to these metrics?

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What has been working well with the current content creation and usage processes? What would you like to see improved?

How is human resources involved in the ongoing training and development of sales and marketing employees?

How have third-party agencies stepped in to support sales enablement? What was the experience like?



### People red flags

- Sales and marketing headcount is out of balance
- Content is seen as a minor component to the sales process
- Marketing content is being generated but it goes unused
- Salespeople can't find assets when they need them
- Salespeople create their own collateral by tweaking existing assets
- Marketing and sales can't seem to agree on goals, definitions, and data
- Sales managers are largely hands-off during the hiring process

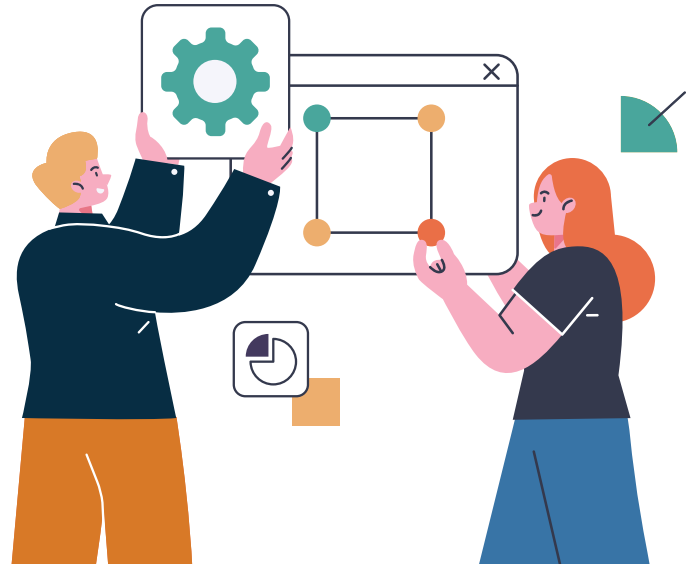


## 2 Process

These are the shared processes required to align sales and marketing teams, create accountability, and set goals to measure the success of sales enablement:

- ▶ Lead generation
- ▶ Lead scoring and qualification
- ▶ Metrics and KPIs
- ▶ Account-based marketing (ABM)

Sales enablement processes are critical to ensure roles and responsibilities are clear, especially since enablement crosses multiple teams.



**Use the answers to the following questions to reflect on how these teams are coming together to support sales enablement.**

What characteristics make a customer a good fit for your product or service? How do you know?

What characteristics make a customer a bad fit?

How does your product's ideal customer profile (ICP) support sales enablement? Does the ICP have buy-in from leadership?

Who is responsible for keeping the ICP and buyer personas up to date? When was the last time they were updated?

## Defining the buyer's journey

Who is the primary economic buyer?

What's their biggest goal?

What's the biggest obstacle in the way of that goal?

Where does your buyer go to troubleshoot their challenges?

What touchpoints does your buyer go through?

What are the most important criteria for your buyer's decision-making process?

Who else does the buyer need to involve in a decision?

How does the buyer quantify results, value, and satisfaction with your solution?

## Marketing and sales alignment

What are the criteria for a sales-qualified lead (SQL)? What lead scoring system is in place and how was it established?

What happens when sales receives an unqualified lead?

What has been working well with this process? What would you improve?

What goals are sales and marketing teams collectively working towards?

What metrics are these teams using to measure success against those goals? What tools are used to calculate them?

What are teams currently working towards? List 1 to 2 company goals.

What is your organization's current approach to team alignment and tracking success? How does the organization define success? What processes are in place to track progress and address roadblocks?

Does your organization leverage account-based marketing? How are target accounts identified?



### Processes red flags

- Indecisive leadership
- Product or service caters to everything and everyone
- Organization functions in siloes with departments operating independently from each other
- Stakeholders aren't in agreement with key success metrics
- Teams are unable to identify KPIs
- The ICP is either poorly understood as a concept or not properly defined
- Cross-functional teams don't agree on the target buyer
- There is an overall lack of buyer journey awareness
- Assets don't answer critical questions prospects have at each stage of the buyer journey
- Lead generation and qualification processes create tension between sales and marketing teams

### 3 Technologies

These are the key technologies that can support the processes, automate manual work, and free up time to spend on higher-value sales enablement activities:

- ▶ CRM
- ▶ Sales outreach
- ▶ Marketing automation
- ▶ Sales enablement technology



**Answer these questions to gain insight into your organization’s current sales enablement tech stack.**

What customer relationship management (CRM) tool is your organization using?

**Describe your organization’s current marketing technology:**

How are marketing contacts stored and organized?

What tools are used to create and distribute content?

What tools are used to communicate with marketing leads?

## Describe your organization's current sales technology:

How are sales contacts stored and organized?

How are individual sales tracked through the pipeline?

How is the performance of individual salespeople reported?

What tools are used to automate or simplify your sales process?

How is your organization measuring and reporting on its enablement efforts? What metrics are used to measure success?



### Technologies red flags

- A basic CRM isn't in place
- Sales and marketing use separate tools for content storage and customer information
- Customer and lead data are a mess; it's in different places and doesn't give any insights

## Part B: Look to the future

**This is the last part of the sales enablement readiness assessment. Now that you've established a solid baseline of your organization's current sales enablement readiness, let's look to the future.**

What are your business priorities for the next 3 months? 6 months? Year? 3 years?

How will you measure success?

What roadblocks could impede your success?

How do you anticipate your resources changing in the future? (Investors, grants, funding opportunities, changes in the market, etc.)

What is your vision for your organization five years from today?

# STEP 3: Evaluate Results

**It's time to reflect on the information you've gathered and evaluate your organization's sales enablement readiness.**

What parts of the assessment surprised you? What did you learn? What were the highlights of this experience?

How is your organization most prepared for sales enablement? What are your sales enablement gold stars?

Where do you see opportunities to increase preparedness and capacity for sales enablement? What are your sales enablement red flags?

**List your top three gold stars and red flags here:**

<b>Gold stars</b>	<b>Red flags</b>
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2. <input style="width: 100%;" type="text"/>	2. <input style="width: 100%;" type="text"/>
3. <input style="width: 100%;" type="text"/>	3. <input style="width: 100%;" type="text"/>



# Next Steps

Now that you have a fresh perspective on your sales process, what do you do with it? What are your next steps?

Well, that will depend on your role in the organization and its immediate needs and business goals. Here are some suggestions:



- **Deepen your knowledge on [B2B sales enablement](#)** [↗](#)
- **Team up with leadership and address those red flags**
- **Start building your own [sales enablement framework](#)** [↗](#)
- **Hire a [third-party agency](#)** [↗](#) **to own sales enablement activities**

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.



## Let's 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.