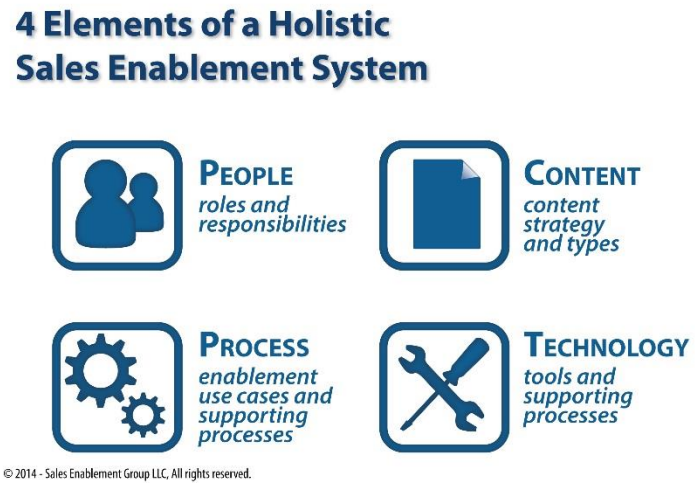
Sales Enablement System Assessment & Workshop Fact Sheet

Sponsored by CallidusCloud

Improving the way you enable repeatable sales success doesn't need to be a mystery. For more than a decade, CallidusCloud have been enabling marketing and sales organizations to sell more efficiently and effectively. Drawing from the experience of over 100 sales enablement deployments we developed a five level Sales Enablement Maturity Model®. This model allows an organization to put in place the disciplines required to align marketing, sales and other customer facing departments to deliver on quarterly revenue objectives while deploying a foundation for repeating sales success.

To jump start a customer's sales enablement maturity, we adapt a pragmatic Sales Enablement (SE) System through a one or two-day workshop to meet the customers' specific needs. From our experience, customers who take the SE maturity workshop see a 20-40% reduction in new sales staff ramp-up time, 20% increased pipeline for new product, and increased win rate and average deal size – all while reducing costs associated with enabling and supporting sales.

As a company starts down the road of evolving from the current SE system, it's imperative to look at sales enablement in a more holistic way. The scope of an SE System spans the entire enablement process – from Day One of a new sales or partner recruit to selling value over price in a repeatable fashion. To truly impact sales productivity and effectiveness, we address the four key elements required by a SE System: people, process, content, and technology. The SE System workshop will focus specifically on these four SE elements, along with deploying the Sales Enablement Maturity Model® framework as a roadmap for success. Customers who take the workshop achieve stronger alignment between marketing, sales, and other departments that enable sales, realize faster sales enablement maturity, and put in place a foundation for scaling the business in a profitable way.



Sales Enablement System Assessment and Workshop

What to expect from your Sales Enablement System Workshop? First, we introduce a practical SE System approach through the following exercises that show you how to adapt the SE System to the discrete needs of your organization:

#1 - Identify business strategies addressed by the SE System and determine focus areas, such as on-boarding sales or partners
#2 - Assess the status of the four elements of a holistic SE System and perform gap analysis
#3 - Review what's required to systemize and make processes repeatable
#4 - Discuss the game changers that have redefined marketing and sales today
#5 - Create a SE system model that aligns people, technology, and content to the buying process
#6 – Develop a plan for climbing the Sales Enablement Maturity Model® to maximize the SE investment

The Journey to "Systemize" Sales Enablement Begins

B-to-B companies understand there are basically two options available to grow their markets as well as to respond to a shift in the latest market demand:

1. *Restructure and/or replace people*
2. *Change the system used to enable sales success*

With an SE System in place, it becomes possible to realize more predictable revenue growth and to respond to changing markets.

The Sales Enablement Maturity Model® is designed to "systemize" SE by evolving from what is in place today using a practical approach. The model serves as a framework to evolve the maturity of how enablement is delivered. The goal of the workshop is to have an action plan to achieve SE Level 1 and beyond. The graphic shown here provides an overview of the Five Levels of Maturity, each labeled with the stated goal.

As part of the SE System workshop, we discuss, determine, and document:

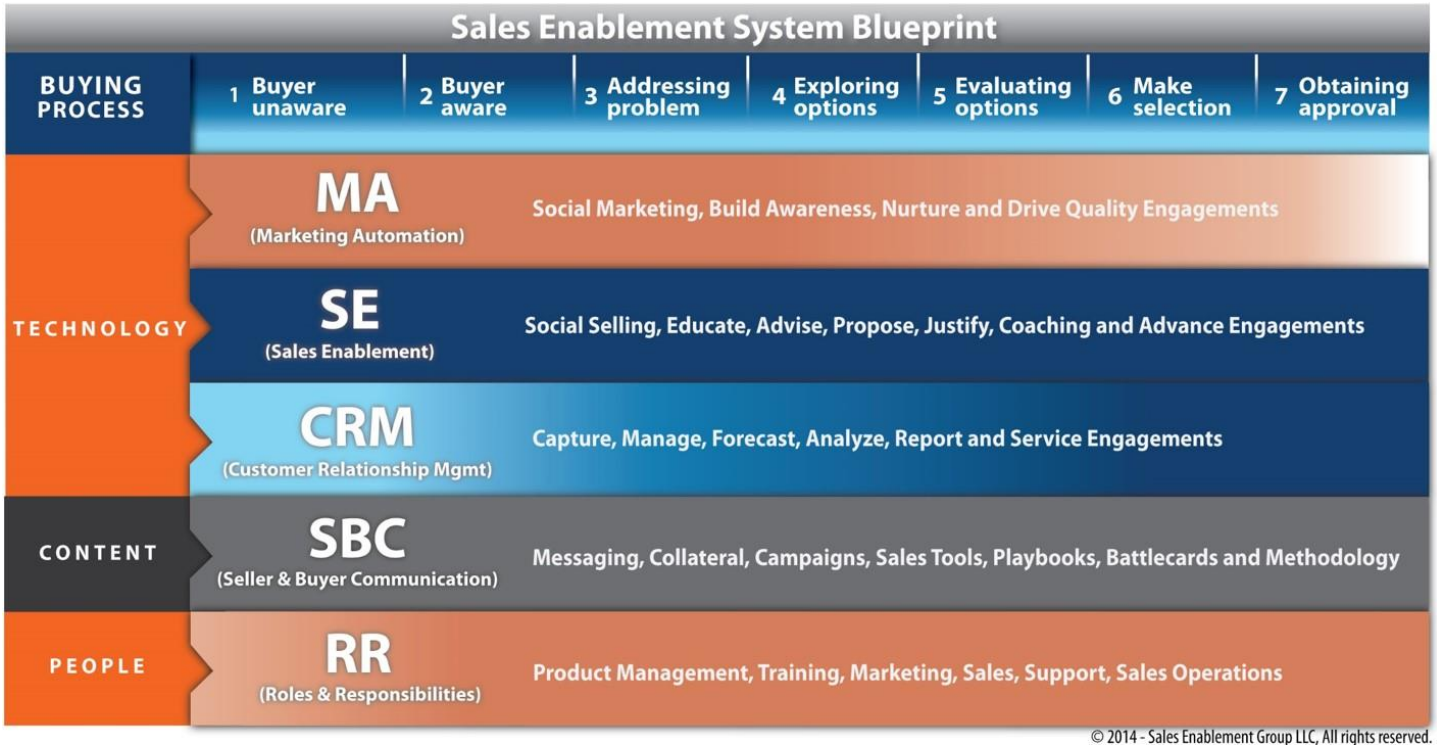
- The desired state and goals of each maturity level
- The current state of SE maturity and areas for immediate improvement
- The expected payback and benefits for achieving each maturity level and gaining organizational focus

Road to Success

With the Sales Enablement Maturity Model® in place, your organization will have a detailed roadmap to gain focus, deliver results, and promote continued improvements of SE initiatives.

Pulling It All Together

One key deliverables from the maturity workshop is the overall Revenue Enablement System Model. This model illustrates how people, content, and technology (including CRM and MA) support the entire buying process. This combined with the business strategy and four elements of SE sets the foundation to mature SE with an integrated approach that aligns the entire organization.

Sales Enablement System Workshop Deliverables:

- SE System Methodology
- Pre-workshop interviews and SE workshop conducted onsite or remote
- Business strategies supported by SE
- SE definition for the business
- Current SE initiatives and related SG&A costs
- SE maturity assessment and gap analysis
- Plan to respond to the latest market demands: 1) smarter buyers; 2) mobility; and 3) social selling
- Technology requirements to support the four elements of SE
- Payback for achieving each level of SE maturity