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Deconstructing Sales Enablement

Bridging the gap between strategy and implementation

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Introduction

A key objective for enterprises is to acquire new clients, while working towards optimising revenues and profits. As economies the world over continue to grow, many enterprises are focusing on adopting an aggressive sales approach. This has become imperative because changing market conditions have impacted and altered the buyer environment. Buyers today are far more informed and easily disengage with sellers who provide no value and relevant information.

Figure I: Percentage of buyers who disconnect with sales teams because sales representatives are not aligned to buyers' specific business challenges [1]

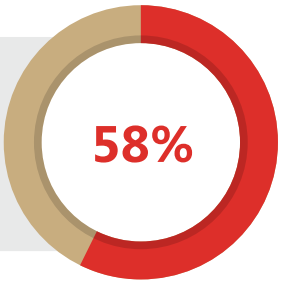
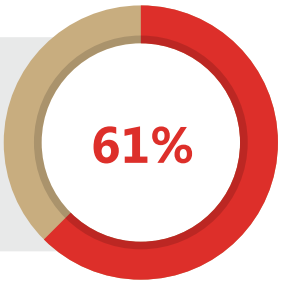


Figure II: Percentage of sales representatives who add no value to the purchase process [2]

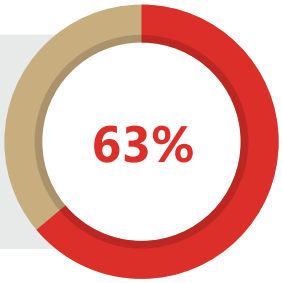


Sales teams across the globe encounter many challenges in the sales cycle. Common challenges such as lack of skills, information gaps, insufficient leads, diverse products and services, obsolete technology, poor marketing collaterals, long sales cycles, margin pressure, etc. often affect the overall productivity of the enterprise. Enterprises are increasingly becoming aware of the importance of adopting processes that will fill the gaps in their sales operations. As a strategic approach, enterprises today employ sales enablement as a key driver.

Sales enablement is often a nebulous concept, defined differently by different organisations. In simple words, the process of sales enablement not only includes methods that empower the sales team, but also practices that impact each step of the sales cycle. As an all-inclusive and end-to-end approach, it defines best practices for strategising, implementing, recruiting, enabling and analysing these aspects to drive optimal returns for enterprises and enable success in sales. The elements of sales enablement aim to restructure and improve the sales cycle processes, the capabilities of the sales force, as well as the quality of sales tools and resources.

In fact, many leading B2B firms have adopted this process as a tactical enabler.

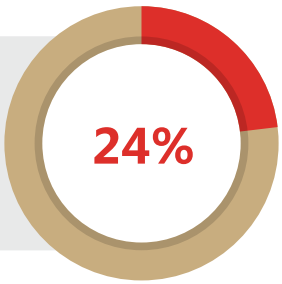
Figure III: Percentage increase in sales enablement spending [3]



The swift emergence of the sales enablement process can be credited to its wide scope for application across industries, and two key reasons:

- Firstly, while enterprises make huge investments in their sales team and sales processes, many are recognising that their sales teams and operations remain inefficient.

Figure IV: Percentage of sales representatives who are not prepared for a meeting or sales engagement [4]



- Secondly, the demand for sales enablement is driven by a fundamental change in B2B buyers in favour of Frugalnomics. Buyers today face tremendous pressure to "do more with less", to positively impact the bottom line and to derive value from each investment made.

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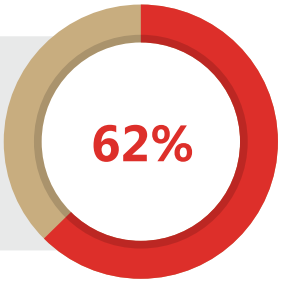
Buyers no longer seek just products or solutions; they want best practices, analytical advice and tangible business benefits.

Figure V: Percentage of B2B firms requiring more leads to generate an equal amount of sales as a result of Frugalnomics [4]



With sales enablement, enterprises can implement the right tools, training and practices, thereby transcending from just engagement to delivering real value to customers.

This whitepaper aims to deconstruct and redefine the concept of sales enablement by focusing on all the components that shape the sales enablement ecosystem. It will outline the scope of sales enablement, highlight challenges faced, the components of sales enablement, market perspective, best practices in implementing winning sales enablement strategies, and significant global trends that boost bottom lines and drive an enterprise's ROI.

Sales teams can connect better with executives, evolve the customer relationship from tactical to strategic, reduce discounting, reduce sales cycles, improve competitive win rates, and increase returns.

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Components of Sales Enablement:
A Market Perspective

Sales enablement is a broad and multi-layered function that encompasses many facets that make up its ecosystem. Recognising and focusing on each element is important for a successful sales enablement program. The various components are described below.

Strategy Formulation and Consulting

The primary component of sales enablement includes strategy formulation and consultation. Strategy formulation forms the core of any process and is vital for the success of sales enablement and the enterprise. A sound strategy inevitably facilitates a number of actions and desired outcomes. When the strategic plan is communicated clearly to all sales representatives and the entire sales team, it provides a clear vision of the purpose and objectives of the enterprise. As a part of sales enablement, strategy formulation and consultation maps the objective of the enterprise to all actions that target the customer segment, thus producing the desired impact.

Figure VI: Percentage of enterprises where sales enablement made a moderate or significant contribution to their sales force [5]

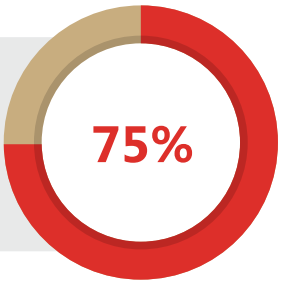
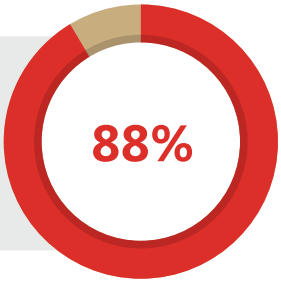


Figure VII: Percentage of enterprises with effective sales enablement functions who classified their organisations as "very strategic" [5]



With sales enablement, strategies are formulated by experts who have a deep understanding of the industry and years of domain expertise. Sales enablement allows enterprises to plan strategies that help them foresee and prepare for changes in the future. It also aids enterprises in defining strategies that will build a loyal customer base, increase ROI and optimise performance.

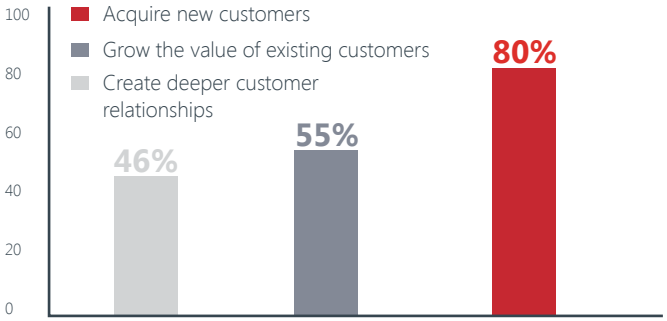


Figure VIII: Illustrates how sales leaders use sales enablement to define strategies that emphasise on creating and increasing a base of loyal customers for sustained success [9]

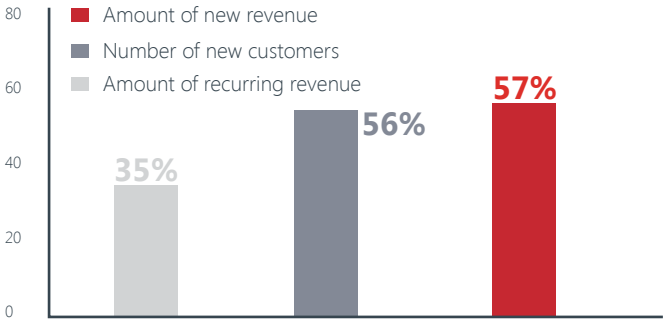


Figure IX: Illustrates how sales enablement helps to increase new revenue coupled with expanding the customer base, and this action surpasses margin optimisation as a measure of success [9]

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Execution – Strategy Implementation

Effective sales enablement is the ability to bridge the gap between strategy formulation and execution. After having identified a sound strategy, enterprises need to plan for effective execution to produce the desired impact. Whether enterprises are using human implementation strategies or technology, the selection and implementation of effective sales enablement tools have become increasingly important decisions. Surveys conducted by Harvard Business Review reveal that enterprises continue to face a gap in achieving profitable growth. This gap is a result of the crucial disconnect between strategy formulation and strategy execution.

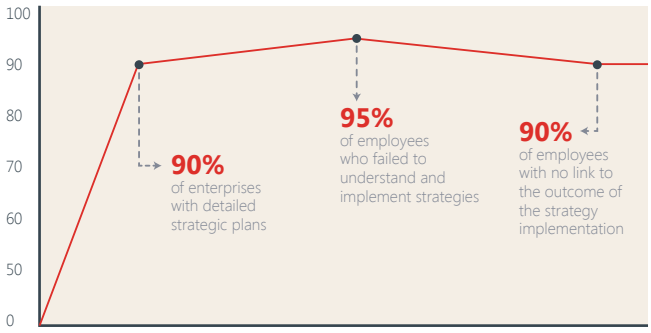

Figure X: Illustrates the disconnect between strategy formulation of enterprises and strategy execution by employees [10]

Recruitment Strategy or Staff Augmentation

One of the most vital aspects of sales enablement is the recruitment strategy. It is well known that the top sales talent wins the game and any gaps in recruiting the best suited sales representatives can negatively impact the sales strategy. Discovering competent methods for recruiting the right sales force is critical for delivering consistent results and maintaining sales force effectiveness. Having an ideal candidate profile and knowing the kind of person to look for is not enough. Enterprises must employ several approaches while augmenting their sales force.

> An important factor to keep in mind is to have a steady stream of professionals to consider, instead of suddenly kick-starting recruitment efforts when the need arises.

The key factors to keep in mind while designing a recruitment plan are as follows:

- Mapping the job profile to required capabilities
- Adopting a scientific approach while filtering profiles, such as desired IQ level, psychometric tests, validated job experience and job-profile match
- Incorporating a professionally certified interview panel to preserve impartiality in the selection criteria
- Carrying out a systematic background and reference check

Enabling the Sales Force

Training – Sales training is a vital component of sales enablement. As a powerful means of developing the sales force and sales managers, it builds critical skills and knowledge for long-term success. The objective of training is to impart a simple message, ensure its consistency, and track the impact. Training can be deployed through various methodologies - classroom training, remote training, on-the-job training, e-learning, etc. – and each method equips the sales force to perform better. Well thought out training content and its effective implementation have the power to transform the sales force of an enterprise, as well as provide customers with a consistent and standardised experience across the organisation, across geographies.

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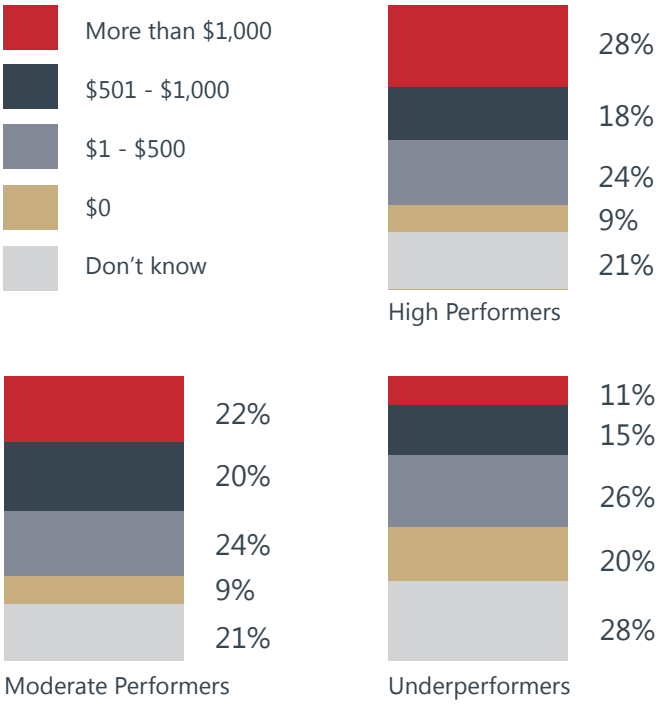

Figure XI: Illustrates the degree to which enterprises invest in annual sales training for different categories of performers. Enterprises are 2.6x more likely to make investments of $1000 or more in annual sales training for high-performing teams, as compared to underperformers [9]

Training can be used for:

Creating Awareness: Training not only empowers the sales force, it helps them to identify various opportunities that exist and create awareness about a product/solution. A good way to achieve this is via classroom training.

Driving Adoption: Training focuses on generating superior product advocacy and enhancing selling skills. To achieve the best results, utilise on-the-job training, assisted by shadowing and anchoring.

Ensuring Application: Remote training using technology and tele-engines helps the sales force to pay attention to relevant products and deliver an effective sales pitch on the ground. This is achieved by ensuring that messaging is reinforced for in-focus products supported by live campaigns, availability of stocks, etc. Additionally, enterprises must ensure consistent training for at least 20-25 minutes for each person on a weekly basis.

Tracking Retention: E-learning portals are widely used to provide various tools for improvisation and to assess and evaluate how much information has been retained by the trainee.

Improving Efficiency: Training also brings about standardisation and ensures effective implementation of the sales strategy across the organisation.

Sales Force Automation – Customers are the cornerstone of any business. Sales Force Automation enables successful sales by automating some of the common tasks within the sales processes. This facilitates prioritisation of responsibilities, meeting of all sales opportunities, better forecasting and intelligence, higher accountability, easier collaboration and data sharing, and seamless access to information for all stakeholders at all times.
The key steps in putting together an efficient Sales Force Automation engine are:

- Incorporating workflow automation for better partnerships in the ecosystem
- Standardising data input to reduce redundancy
- Capturing real-time information to avoid loss of valuable market information
- Ensuring discipline for capturing data effectively
- Integrating the last mile with the enterprise's backend systems for complete visibility on the sales journey, thus enabling better decisions

According to a study by SiriusDecisions, sales professionals are realising the power of technology in increasing sales efficiency.

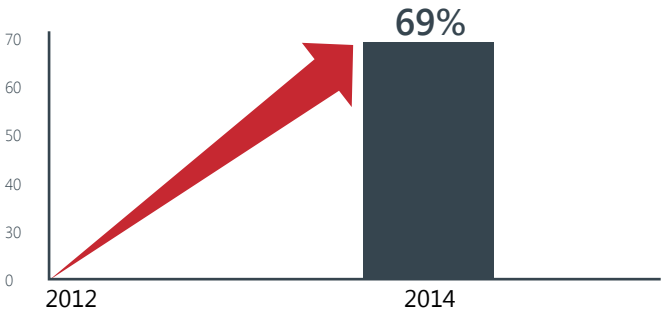

Figure XII: Percentage of increase on sales enablement technology spending from 2012 - 2014 [8]

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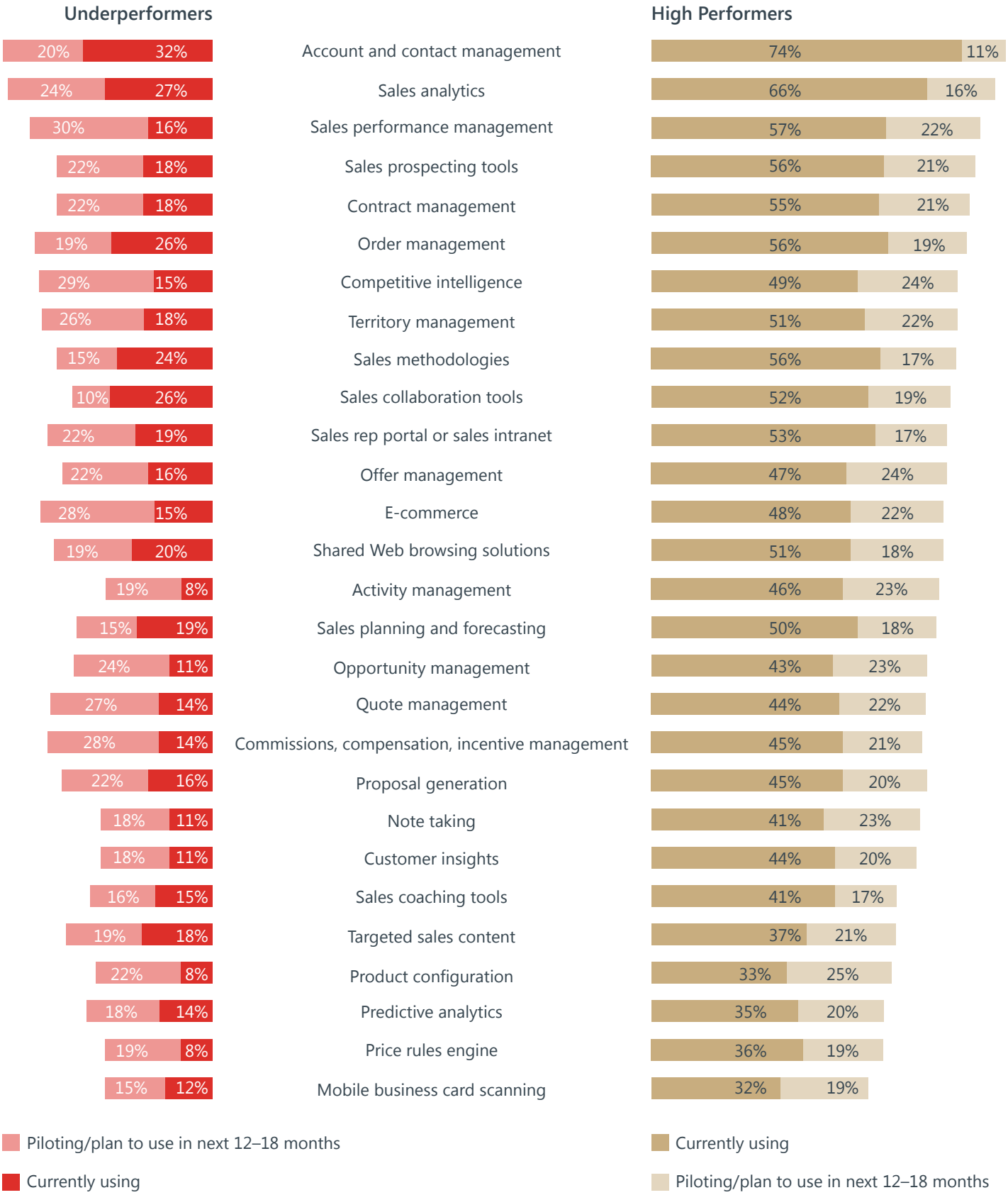

Figure XIII: Illustrates the extent to which different categories of performers use different technologies to ensure customer success [9]

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Sales Tools

Figure XIV: Percentage of time spent by sales representatives on actual selling [3]

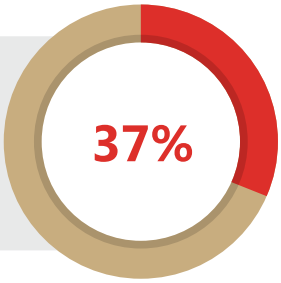
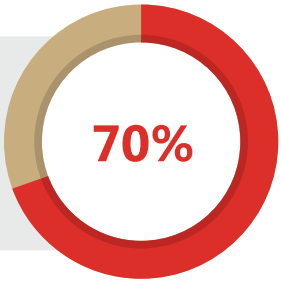


Figure XV: Percentage of content buyers who identify the right content through self-discovery [3]



Administrative and management duties account for most of the time in a day in the life of a salesperson. However, with the increasing number of sales enablement tools available today, enterprises can automate the sales process and free up the sales team for their core task of selling [3].

Providing the sales force with tools such as websites, sales collaterals, CRM, advocacy materials, reporting tools, relevant dashboards, competency modules, selling aids, etc. will enable the sales force to employ all the that they have learnt, and be highly effective.

These tools help the sales force to collect, process, structure, and report information for better selling. Robust sales tools which enable consistent and efficient sales performance and support the efforts of the sales force form the core of any sales enablement process.

Content Creation

From content for internal sales support to content for lead generation and sales conversion, content is a core part of sales enablement.

The right content is extremely important because it enables the sales representatives to clarify doubts of prospective buyers at any stage in the sales cycle, deliver value-added information for B2B buyers to make smarter decisions, and enable successful conversions.

Strategic targeting of relevant content by sales teams is the need of the hour [3]. With sales enablement, sales representatives can learn to leverage content to enhance their communication.

Assessment and Evaluation

Sales enablement utilises assessment and evaluation to measure the effectiveness of the sales force and the impact of the sales processes. Assessment and evaluation help to ascertain the degree of development and improvement of the sales force and the extent to which implementation of the sales enablement process has benefited the enterprise. Assessment has to be part and parcel of sales enablement so as to determine which sales enablement process has the greatest impact and the progress made towards the goals and objectives of the enterprise.

Analytics

A key driver for sales enablement that is still growing and is largely reliant on human intervention, is analytics. Analytics has made rapid strides from predictive analytics to data modelling to big data management, and combined with smarter implementation, can bring tremendous benefits to an enterprise and its sales team.

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Sales enablement uses analytics to optimise the sales cycle, customise content, gauge the effectiveness of content usage and sales rep performances, measure customer engagement, amplify best practices, etc.

Analytics is a dominant tool for making informed decisions and discovering opportunities to improve. The best sales teams not only collect data, but act on that data and derive useful insights to achieve success with customers. The figure below illustrates the degree to which different categories of performers use sales analytics [9].

A study conducted by Salesforce Research showed that high-performing sales teams are 3.5x more likely to use sales analytics compared to underperforming teams. The study also predicted a 58 percent increase in sales analytics use from 2015 to 2016. Smart selling, fuelled by analytics, enhances the sales teams' interest and is expected to increase to 77 percent among high performers in the next 12–18 months [9].

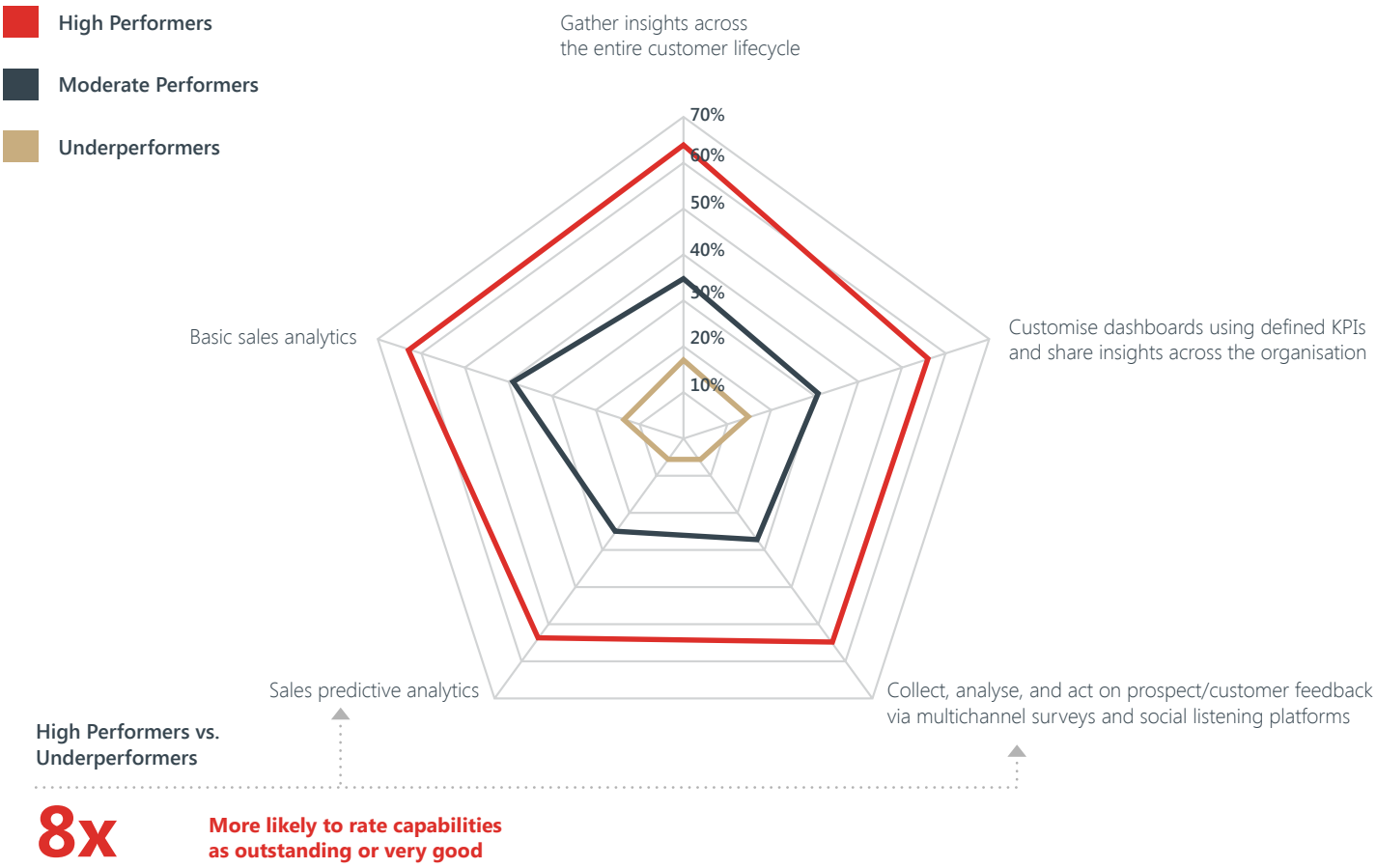

Figure XVI: Illustrates the degree to which different categories of performers use sales analytics [9]

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Sales Enablement Implementation Strategies

A sound implementation strategy leads to impeccable execution on the ground. While sales enablement is on the mind of seasoned sales leaders, many have doubts regarding the successful implementation of sales enablement strategies. Questions such as "How do we empower our sales reps?", "How can we measure sales success?", "What does sales enablement mean for us?", "How do we communicate value with sales enablement?" etc. often crop up. It is therefore imperative that enterprises implement robust strategies for seamless sales enablement. While each strategy has certain drawbacks, they are proven to transform sales. In order to accelerate an enterprise's profitability and implement an effective sales enablement process, it is vital to understand each of the implementation methodologies listed below.

Feet-on-Street

Also known as the traditional method of selling, this approach deploys sales people on the ground to implement the sales plan. In a traditional sales environment, the sales representative is in total control of the communication with a potential customer – sharing all the benefits of the product and convincing the customer to make a purchase. Traditional sales is represented by territories (which areas a sales representative needs to cover) and each territory is sub-divided into quotas (how many customers to target in a particular area). A successful feet-on-street strategy is dependent on profile fitment, an effective deployment plan, territory mapping and coverage plan and a well thought out monitoring and reporting plan.

Telesales

This strategy is implemented by enterprises who want to convert their traditional, feet-on-street sales representatives to consultative managers, using the medium of teleoperations. Today, the consultative selling approach is widely adopted and telesales has become very popular. As part of the sales team, telesales representatives connect with customers on the phone to either generate leads, process orders, make direct sales, support ground sales representatives by setting up appointments, or engage in customer service.

> As per a study by CSO Insights, enterprises have a 9.3 percent higher sales quota achievement rate with mature lead generation practices [6]. Using the consultative approach, a sales representative assumes the role of a mentor, and gathers information from the prospect, weighs all options and chooses the most appropriate solution.

Telesales also delivers benefits such as quick turnaround time, greater geographical reach, and optimum ROI, provided this strategy is aligned with the overall objective of the enterprise.

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Technology

Given this day and age, the use of technology is part and parcel of business operations. In fact, technology has the power to drive the future of sales enablement. Customers are used to a digital and hi-tech world and expect a technology-backed business to deliver a superior customer experience. Implementing technologies such as mobility, analytics, cloud, content-rich systems, etc. provides an explosion of data, transforms sales and enables buyers and sellers to engage in more productive ways.

> A study by Salesforce Research showed that high-performing sales teams are 3x more likely to use technology to accelerate sales processes and free up time-to-sell. Furthermore, top performers are 8x more likely than underperformers to be heavy tech adopters - showing the tendency of winning sales teams to optimise every part of the process [9].

Technology empowers sales enablement in multiple ways, including sales force automation, workforce automation, customer relationship management, knowledge management, and so on.

Marketing Activations

Marketing activations focus on inducing sales and driving footfalls at the points of sale. Using 'Below the Line (BTL)' activities such as store promotions, road shows, visual merchandising, sampling activities, events, and so on, this strategy emphasises activation of inbound sales. Considering the nature of the activity for initiating on-the-spot sales, customer experience via instant gratification is of prime importance.

Hybrid Strategies

Depending upon the complexity of the project, one or more of the above methods can be combined to implement a successful sales strategy. Many effective strategies require a balanced mix of tele and feet-on-street, while others may require tele and technology going hand-in-hand. Given the complex nature of strategy implementation, hybrid strategies provide enhanced flexibility and productivity.

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Sales Enablement Best Practices

All the facets that make up the sales enablement process must be aligned cohesively to maximise the selling potential of the enterprise. A robust sales enablement process sets the stage for sustainable revenue growth. With this in mind, enterprises have embarked on a multi-faceted, multi-team endeavour to adopt a set of sales enablement best practices that can have a lasting impact within the enterprise. These are described below.

Collaboration between Sales and Marketing

A critical factor in the effectiveness of sales enablement is the alignment between the marketing and sales operations. Without the support of the marketing department, sales enablement will find it challenging to meet its objectives. Since it's in the day-to-day operations where successful sales enablement takes place, some of the key operations that demand the alignment of sales and marketing include:

- **Accountability:** Joint accountability for reporting, incentives and structures is an absolute necessity
- **Lead Qualification and Management:** Marketing is responsible for the initial qualification of leads and lead generation with a handoff to sales who manage the leads, nurture them and close the deal
- **Sales Readiness:** While the sales team is the one which is equipped with the skills to make a sale, it is the marketing team which is responsible for training the sales team and providing the necessary support tools and knowledge to ensure that they are ready for selling
- **Feedback:** Marketing handles key customer, product, competitor, and industry and market intelligence while the sales team is responsible for customer experience feedback

Relationship Nurturing

Customers are the lifeline of any business and a strong and dependable relationship with the customer is what will sustain business operations. A key component of sales enablement is continuous relationship building.

> B2B customers are already aware of product details and specifications. What they look for is a sales representative who goes beyond just listing the product information. B2B customers want someone they can trust and someone who understands their needs. Sales representatives who can describe how a solution will meet the needs of a customer, such as specifying what value each feature will bring to the customer, are likely to stand out and be far more convincing.

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If the enterprise is to have a loyal customer base, then sales representatives must ensure that continuous support is provided and the relationship is nurtured even after a purchase is made.

Consistency is the Key

For effective sales enablement, clear and consistent communication is the key to better decision-making and seamless processes and operations. Various technological tools can be used to achieve this, in addition to delivering real-time information, anytime-anywhere access to information and communication, and easier collaboration especially for remote and geographically dispersed teams.

Data-driven Content

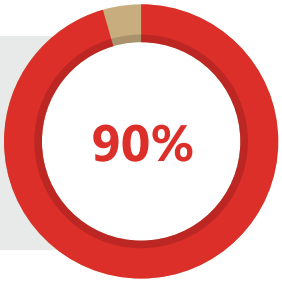
Most buyers feel that the content they see is not useful and most enterprises have no data on the performance of their content. One of the best ways for enterprises to positively impact their bottom line is to work smarter. This requires the use of metrics to gather insightful information from data and to create content that is meaningful, relevant and impactful. Analytics will also highlight the pieces of content that are most effective thus helping enterprises to work and improve on the ones that are not. Effective content can help in making informed decisions, and aid the sales teams in their efforts. Content that is strategically targeted at the audience also adds credibility.

Leveraging Social Media

As technology evolves, social media has become one of the most crucial channels of communication for enterprises.

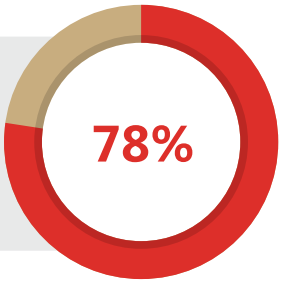
In a digital age where buyers and sellers are connected 24/7, social media has wide reach – via mobiles, laptops or tablets. People turn to social media to gather information on different things.

Figure XVII: Percentage of buyers who are demanding more content [7]



Social media is a powerful tool for sales representatives and they can leverage this tool as an additional avenue to find information.

Figure XVIII: Percentage of sales representatives who use social media and outsold their peers [3]



Hence, sales teams should not limit sharing content to direct channels alone. They can use social media to reach prospective buyers who are seeking information about a product or service and/or trying to find answers to their problems.

Data-driven Processes

In today's demanding business landscape, it is imperative that sales teams sell in a cost-effective manner, so as to generate more revenue. This necessitates that sales teams leverage insights from demographic data, research findings, currents trends, etc. at every step of the sales process - right from initial strategy formulation to customer relationship management. Data-driven resources will enable sales teams to perform better and provide more reliable and up-to-date information.

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But data by itself provides no value. Enterprises must analyse the data to gain valuable information and visibility into their operations. This will help them connect better with their audience. To make the best use of data, teams have to work in tandem and share the knowledge they possess with each other.

Digital Media as a Tool

Digital media is a great and powerful tool for communicating messages to people. Using digital media to deliver sales collaterals can have a far greater impact on clients. It is an interesting and engaging means to connect to the overall process. Digital media also facilitates a seamless approach for content sharing amongst sales teams especially if the resources are scattered across locations. From videos to presentations to simple marketing messages, these resources can be sent to in-house and in-field sales representatives at the click of a button.

Intelligent Lead Generation

Effective sales begin right from the process of generating leads, and to be successful, sales teams have to work smartly. Every aspect of the sales process must work towards quality and quantity of leads, equally. Forming strategies for leads should involve subject matter experts who constantly think of new strategies and evolve them based on changing market conditions. Lead generation has to be aligned to the enterprise's goals so that sales teams work towards meeting these goals. Once a strategy is formulated, both the sales and marketing teams must work smartly and in tandem for best results.

Selling Solutions

B2B buyers are more interested in the value that a product provides for the enterprise rather than its specifications. If sales representatives have to make a strong impact on buyers, they must look at selling their products as solutions, as outcomes for the enterprise and as business value achieved. They must ensure that these solutions match the client's specific needs and that all collaterals are aligned with this strategy.

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Significant Global Trends

The global market presents a unique platform for sales enablement, characterised by diversity and talent. Diversity in the market fosters inclusivity within the organisation – where each person will be able to grow along with others. In addition, diversity in the market signifies that sales enablement methodologies can be constant, but implementation strategies have to change in accordance with the new markets, given their dynamic nature. Besides diversity, the global market encompasses world class talent. This allows sales enablement companies to set up R&D for their services – i.e. to strategise and try out various service models before implementing a chosen model. Sales enablement is also shaped by five significant global trends. These are described in detail below.

Mobility

Mobility is the fastest path to organisational change, cost efficiencies and increased productivity. Many enterprises are leveraging mobile solutions to deliver services worldwide. Mobile solutions help to automate the sales force and add on to the sales enablement process. Since the sales force is constantly on the move -- be it on the ground for meetings or in office answering customer queries -- mobile applications and solutions empower sales teams to perform their job better. With mobile solutions, the sales force is equipped with tools and real-time information to understand the customer better, respond to queries faster, provide impressive demos, offer extensive product information, etc.

> The ability to access information anytime, anywhere not only streamlines sales and enhances the sales enablement process, it also optimises client/customer engagement, integrates back-end applications so that sales teams have a complete picture to resolve queries or offer personalised experiences, improves training and reporting of sales force, and offers secure access and control to sensitive information.

Cloud

Cloud solutions are another add-on to sales enablement as enterprises can make content, training, etc. accessible across any part of the world, in real-time. Cloud improves mobility since enterprises can upload various applications on the cloud and provide them as services globally. When enterprises espouse a culture of agile, data-driven decision-making, it gives them a competitive edge. This is especially important for sales teams as customers today are far more empowered and knowledgeable. Hence, it is imperative that sales teams recognise the tools and techniques that will aid in improving productivity, enhancing sales and delivering value.

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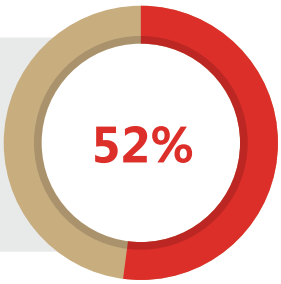
Cloud solutions are highly beneficial for an enterprise and its sales force as they facilitate real-time communication, real-time collaboration, assisted context and information, remote and secure access to assets, and increased cost savings with a "pay-as-you-use" model.

Analytics

The right information is what enables sales success. Analytics provides sales teams with high-value content, as it helps convert the huge quantum of data into actionable insights. Data-driven insights help improve sales and increase ROI. Enterprises can use analytics and content intelligence to tailor content to meet the buyer's needs. By using metrics to discover the right content, leads can be converted into actual sales at a much faster rate. Content analytics also enhances visibility on the effectiveness of the content used, customers' expectations, how the sales team is using the content, etc. With analytics, enterprises can also discover the best sales opportunities, improve sales forecasting accuracy, identify and manage risk effectively, gauge the performance of sales representatives, etc. All these insights will give enterprises a competitive edge.

Technology-driven White Space Database Generation

Figure XIX: Percentage of sales representatives who do not make their targets [11]



Most sales representatives fail to achieve their targets. This alarming reality reflects the huge gap between the addressed customer base and the actual addressable segment.

If enterprises are able to view all the new and explored contactable database of SMEs globally, it will help increase their reach significantly. Furthermore, access to various tools and methodologies will improve sales closure of these leads. The future of sales enablement will witness enterprises leveraging technology to generate white space database and address untapped white spaces for increasing sales conversion and delivering greater sales impact.

Localisation of Voice Activated Instructions

As newer markets and cities are tapped for deeper sales reach, access to a smart sales force with a good command of written official languages (English, etc.) becomes that much more challenging. An emerging area of focus should be the use of voice-activated instructions. Voice-controlled interfaces are constantly evolving and people talking to their smartphones to simplify the emailing/texting process, or even to find directions, is a common sight. If this technology is applied at every level of the sales force – most critically at the grass root level - it can make reporting simpler and ensure all details are effectively and impeccably captured in real time. This would streamline the sales process implementation across diverse geographies, with multiple local language resources. Therefore, localisation of voice-activated instructions has the power to take strategy effectiveness to greater heights.

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Success Story

The Client

Global leader in the high technology industry

Business Challenges

- Low market penetration
- Poor product knowledge and awareness about product usage in the market
- Lack of a pragmatic approach
- Developing a sustainable market, partner activation and an enablement engine

Services Offered

- Tele-partner account management
- Inside sales
- Database acquisition
- Customer profiling
- Training
- Cluster marketing support
- Market intelligence

Business Impact

Over the course of 1.5 years, the client

- Activated and grew 1000+ partners in the target regions
- Generated 121 percent incremental revenue from the distribution network

Situation Analysis

The client sold various products and solutions via their channel network - comprising regional distributors, resellers, breadth partners, etc. With a mandate for an upcountry geo-expansion, the client could either set up their own offices and thereby increase operational expense, or find a partner who would help them develop these markets. Given this scenario, the client began looking for suitable options with the objective of identifying, educating, activating and enabling the partner segment in these upcountry markets. This would help capture channel mindshare and increase market penetration.

Denave's Approach

Denave put together a step-by-step approach for targeting SMBs in order to increase revenue in these markets. The steps taken are described below:

Step 1 – The Denave team studied these markets to develop a deep understanding of potential industries, potential cities, potential SMB clusters, PC penetration, as well as product adoption. These findings were later correlated with the client's sales in these markets to help identify existing sales opportunities.

Step 2 – Next, Denave deployed a marketing engine which targeted SMB clusters and consequentially generated a need there. Database acquisition was also critical in this stage to help identify potential customers.

Step 3 – Denave set up an inside sales engine which further established connections and generated leads, based on the interest created by the marketing engine.

Step 4 – Finally, Denave set up a partner-relationship management engine to understand partner potential, engage with them, and enable partners to create new business opportunities. A strong partner-training initiative was implemented via this engine to deliver brand prominence and advocacy, develop partner relationship, and drive business value.

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The Denave Advantage

Characterised by extensive domain expertise and a blended, as well as a solution-conscious approach, Denave is a global sales enablement company focused on successfully executing sales, bridging existing gaps, creating growth opportunities, and driving profitability for enterprises. With a reach spanning five continents, 19 countries, and 500+ cities globally, and a clientele that's rich with Fortune 500 and industry leading companies, Denave is focused on driving revenue growth for its customers through a gamut of service offerings. The organisation derives its strength from its four building blocks, which are as below:

Consultative Sales

Denave makes an effort to understand the customer pain points, as well as the existing strategies. With an approach inclined towards consultative sales, Denave adds value to the sales process, either through strategy, impeccable implementation, or both.

Customer Focus

At Denave, customers come first. With a strong orientation towards serving customers' needs, every business process and direction is built around the customers – every single time.

ROI Orientation

Denave provides service propositions that are backed by a measurable impact.

Integrity and Transparency

At Denave, this is a mandate; not a choice. The Denave team leaves no scope for assumptions and therefore, transparency comes foremost.

Denave focuses on the last mile of the value chain – engaging in strategies that directly empower their customers. Close collaboration with sales and marketing stakeholders ensures that the team understands the nature and complexity of the assignment, gauges the associated business challenges, and achieves the desired business goals in cross-industry sales projects. Denave's field knowledge along with its collaborative and progressive approaches, has led to the creation of intelligent delivery systems with standardised and modular operational processes. The company's dedicated and seasoned practice teams design and deploy sales activation models across diverse markets. Leveraging their domain knowledge and sales expertise, they always work towards ensuring a positive brand experience.

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Conclusion

Unlike many established concepts, sales enablement is still evolving and therefore, highly misinterpreted. For some enterprises, sales enablement is a role/function within the enterprise. For others, it is a task performed by people. However, in order to enable effective sales, it is imperative to look at sales enablement as a holistic, end-to-end process covering every aspect of sales, right from ideating action plans to successful implementation. Executing sales enablement increases revenue, adds competitive advantage, lowers churn rates and improves customer satisfaction. As a result of these benefits, sales enablement has evolved from just an elective function to an upfront function, playing a critical role in aiding an enterprise's sales success. No longer a choice, sales enablement has become a business necessity.

Sales enablement is being increasingly accepted across B2B firms, with many enterprises adopting this process. The current market also presents a great platform for sales enablement research and development, as a result of a unique and talented workforce. With prime operational intelligence, sales enablement plays a key role in scaling the sales team of an organisation - offering them best practices, knowledge, tools, and resources required to be successful. It not only enables the sales force to perform better, but also considers developing and enhancing the formulation of strategies, recruitment processes, delivery of content, training reps, automating processes, adopting analytics, improving time efficiency and shortening the sales cycle.

Given its key role in enabling growth, has your enterprise made sales enablement the cornerstone of your business operations yet?

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