

Marketing's Role in Sales Enablement



Executive Summary

Effective marketing plays a pivotal role in making a sales organization successful. It equips the team with relevant content, training, customer insights, and sales tools, all carefully timed for optimal impact. This strategic approach is indispensable for cultivating increased revenues within the organization. When done wrong, it undermines customer confidence in collaborating with the company, substantially diminishing the probability of securing their business.

As the vital link between marketing and sales, sales enablement facilitates seamless collaboration between these two departments. For this to be achieved, marketing teams must understand the entire B2B customer purchasing journey. They then share the most pertinent content, enabling the sales team to engage customers effectively. Data from different customer interaction systems offers a rich source of customer insights that can be harnessed to empower the sales force in delivering an enhanced buyer experience.

Sales enablement improves lead conversion rates in the funnel by 23%.

Aberdeen Research

Furthermore, sales enablement helps marketing departments ensure their readiness. This encompasses providing customer insights, expert knowledge, training, and comprehensive onboarding materials. These resources assist sales representatives in developing their skills and learning the latest product information and sales techniques.

At its core, sales enablement is about data and analytics. This, in turn, empowers salespeople to understand each customer uniquely, allowing them to offer tailored knowledge and recommendations regarding sales tools that are most impactful at each stage of the customer's buying journey. Moreover, it offers marketing teams visibility into the utilization of the content among customers. This insight points out the most effective approaches, allowing marketing teams to fine-tune their content delivery strategies with a focus on boosting revenue growth.

The Problem – Searching For Content

Providing sales teams with appropriate content, training in essential skills, insights into customer behavior, and effective selling tools within the necessary timeframe is crucial to drive revenue growth. A significant challenge in marketing has been the inability to support sales in utilizing the right content at the right time (according to the Content Marketing Institute). When sales representatives struggle to find the content and tools they need to effectively engage buyers, it leads to missed revenue-generating opportunities. Additionally, when reps lack an understanding of which content works best at each stage of a buyer's journey, they are unable to deliver the highly relevant, personalized experiences that B2B customers expect.

Considering the challenges related to content volume, diversity, and version control when distributing materials to a sales team, marketing departments need to identify solutions. Instead of asking sellers to sift through enterprise content repositories across numerous folders and files, marketing should change the distribution approach by providing content in context to optimize customer engagement.

If your sellers are unable to meet buyers where they are in their customer journey and provide the content they need, they're less likely to close the sale. As a result, B2B buyers will lose confidence in a seller if they can't get the information they want, leading to a poor brand customer experience.

B2B companies keep their sales content in an average of 17 different locations.

MarTech Nordic

65% of sales reps say they can't find content to send to prospects.

Kapost



Understanding The Buying Journey

Marketing must understand all the stages in the customer buying journey, from problem-unaware to problem-aware, solution consideration, vendor evaluation, solution rationalization, ROI justification, and final purchase decision. Both sales and marketing can enrich this process with customer-interaction data to create a customer-centric approach and drive engagement across each stage of the path to purchase.

81% of B2B sales reps believe it is important to have a connected view of data across the buyer journey.

Salesforce

But this is a challenge. B2B buying journeys are complex, dynamic, and non-linear paths that span across different customer interaction channels, and involve a lot of buying team personas. A typical B2B customer journey includes at least six different interaction channels, consumes 13 different content assets, and can take as long as 12 months until a decision is reached. That's why it's essential to understand the content each customer consumes at each stage of interaction, and across each channel.



Sales Enablement Platforms Provide Content in Context

Sales enablement technology guarantees the delivery of relevant content to sellers in the right timeframe. It streamlines the process of content publishing and distribution for the marketing team, offering a centralized hub for them to oversee, distribute, update, and regulate the utilization of content by sales representatives.

This technology enables marketing teams to produce and release content within a unified content repository that sales reps can conveniently access on a mobile app, a web portal, or a CRM system. This helps sales reps save time finding the content they need, allowing them to access it from any device or location.

Furthermore, sales enablement technology equips marketing teams with tools to tailor and personalize content for diverse sales scenarios. Such capabilities ensure that the content provided to sales reps remains on-brand, pertinent, and effective in improving sales outcomes.

Marketing can control who has access to which content, and can set permissions based on factors such as user role, department, location, and customer type to ensure that industry content compliance regulations are met (e.g. in financial services, health & life sciences).

85% of B2B marketing teams credit curated content for their success.

Content Marketing Institute



Mapping Content To Each Stage Of The Buyer Journey

Many marketing organizations complain that they don't have a way to catalog and organize their content assets that helps the sales team in the context of who they are selling to. Mapping content to the buyer journey is a process that includes classification (metadata and tags) that identifies content for specific customer profiles, personas, solution use-cases, and sale stages.

This insight and data is not only valuable for determining sales engagement effectiveness, it can also be fed into SEO and SEM demand generation optimization to improve performance at the top of the marketing funnel.



A major marketing challenge has been the inability to aid sales in using the right content at the right time.

Content Marketing Institute 2021

Only 21% of marketers use technology to provide their sellers with the content & tools they need to drive customer engagement.

Clevertouch



Automatic Product Recommendations

B2B sellers often miss opportunities to up-sell, cross-sell or sell new products when engaging with new customers. That's because when they're looking for a solution to sell, and unless a CPQ tool is in use, sales reps receive no proactive recommendation to offer prospects a new product, a special deal, or a next-phase back-to-base approach for an existing customer.

Sellers need an automated system that can align the most suitable services and products with individual customers based on their purchase histories. The integration of automated recommendation engines will result in higher average deal sizes for new ventures and an increased lifetime value for established customers.

Most new product launches will likely have a revenue shortfall from what was expected by the marketing organization.

George Castellion, Stephen K. Markham

Content Utilization Insights

A sales enablement platform helps marketing organizations to evaluate content that might need to be edited or retired. By offering insights into how sales reps are utilizing content and pinpointing which materials are particularly influential in driving sales, sales enablement technology allows marketing teams to identify content that falls short of expectations or may have become outdated.

For instance, if specific content pieces receive infrequent access or sharing by sales reps, or if they fail to contribute significantly to sales outcomes, this could indicate they need to be reviewed. Sales enablement platforms provide the essential data and analytics to support such decisions, including metrics on content usage, engagement levels, and effectiveness in driving sales.

Less than 33% of marketers know how sales is sharing content.

Gatepoint Research

Marketing spends 26% of its annual budget on content creation.

SiriusDecisions/Forrester

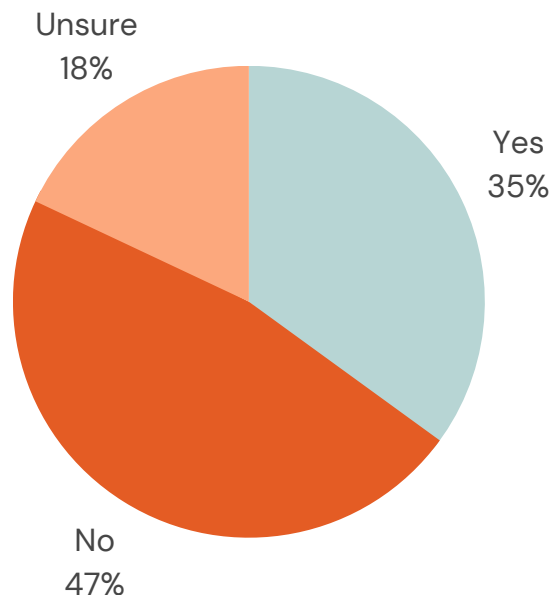
Furthermore, sales enablement technology can promote alignment between sales and marketing teams by gathering feedback from sales representatives about the content they utilize. Such insights enable marketing teams to discern which content has customer appeal or needs improvement. This collaborative effort shows the significance of marketing contributions to the sales team, making it easier to justify the resources invested in content creation.

Marketing Attribution & Impact Reporting

While sales enablement is one of the most important strategies for B2B marketing executives, many organizations are not properly utilizing the technology to optimize the marketing budget's financial impact on the sales opportunity funnel.

Percentage of Marketers who Measure Content Marketing ROI

Content Marketing Institute



Research from SiriusDecisions/Forrester found that a staggering 70% of the content created by marketing goes unused. They also found that organizations are spending millions of dollars to create that content – on average 26% of their annual marketing budget. That's a lot of wasted budget and effort.

Poor sales enablement efforts for a \$1B firm = \$14M in sales & marketing costs and \$100M in lost opportunity

IDC

Enterprises lose over \$2.3 million each year because of opportunity costs associated with underused or unused marketing content

Spotio

Not only do sales enablement platforms provide detailed reporting on how the sales team is using marketing content, but when CRM sales performance data is fed into its analytics engine, marketing is able to clearly demonstrate the impact of its content and tools on the sales opportunity pipeline and revenue. Data-driven reporting helps justify marketing's budget and allows marketing executives to make investment decisions that optimize their budget performance.



The Cost of Marketing Content

A lot of people think marketing content creation is free, as the marketing team has available staff. However, marketing content is not free of cost. This needs to be understood and considered in the measure of marketing's ROI contribution to the sales opportunity funnel.

Marketing content expenses are anywhere between 3 to 10 times the known spend because the cost of internally developed content (e.g. collateral, PPT presentations, video, selling tools) is not being captured, according to SiriusDecisions/Forrester Research.

Many B2B marketing organizations act as if their internally generated content costs nothing. Few organizations have a discipline or methodology in place to truly understand the costs of creating content – either internally or externally.

Forrester/SiriusDecisions

Improve Lead to Revenue Conversions

A sales enablement platform will help marketing organizations improve their MQL-to-opportunity conversion ratio by providing sales teams with the content, tools, expert knowledge, and skills they need to sell more effectively.

Improved content creation and distribution:

A sales enablement solution provides data and insights for marketing teams to create more effective content and delivers it to sellers at the best sales process stage according to the customer profile they are engaging with. Leveraging this technology improves the sales team's ability to convert marketing-generated leads into opportunities.

Realtime training and coaching:

Sales enablement platforms must have embedded training and coaching capabilities that help sellers develop the skills and knowledge they need to be more effective in their specific selling situations. Embedding training into the actual selling process, also known as microlearning, and coaching delivered in the timeframe of customer interactions will improve a seller's ability to convert marketing-generated leads into opportunities.



Marketing ROI Impact Calculator

Content budget loss

According to a survey by the Content Marketing Institute and MarketingProfs, the average B2B company allocates about 26% of its total marketing budget to content and sales tool creation. A survey from Forrester/Sirius Decisions found that 70% of content and selling tools go unused by sales. Why? Sellers can't find what they need when they need it.

Amount of marketing budget spent on content & sales tool creation example:

$$\text{\$500,000} \times 70\% = \text{\$350,000}$$

budget

not used by sales

content marketing budget
wasted per year

Increase MQL yield to sales opportunity

According to the 2021 B2B Marketing Mix Report from Sagefrog Marketing Group, the median budget for B2B demand generation for a large corporation (1,001 or more employees) is \$2.5 million per year to over \$10M per year for very large multinational corporations. A survey from Aberdeen Group found that companies that leverage a sales enablement technology solution increased the lead to opportunity conversion rate by 23%.

Total marketing generated SQL contribution value to sales opportunity pipeline:

$$\text{\$10,000,000} \times 23\% = \text{\$2,300,000}$$

4:1 average program spend to
forecast pipeline contribution

Increase in marketing add to
opportunity pipeline value (\$12.3M total)



About TEG

The Enablement Group is your sales readiness and enablement partner. We deliver the sales performance outcomes your organization has been looking for by combining advisory services, learning, content, and sales tool creation with a technology delivery platform and program management.

We package the right training, expert knowledge, content, and selling tools that work best for engaging with specific customer profiles and buying personas at every stage in the selling process. Our sales engagement platform (open source, best of breed) automatically delivers it in the timeframe when it's needed – whenever seller-to-customer interactions happen (either on or offline).

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