

How Sales Enablement Impacts Business Growth and Success



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Executive Summary

Time is the only resource that salespeople can control in their jobs – it is important to invest it properly and minimize time-wasting activities. However, despite new technological advances, sellers continue dedicating valuable time to tasks that could easily be automated or wasting efforts duplicating others' work, all due to the inability of finding the right content at the right time. To maximize a salesperson's time, operations and management must eliminate all the administrative burdens and redundant tasks unrelated to customer engagement.

“U.S. businesses spend \$800 billion annually on sales force compensation and another \$15 billion on sales training. If sales efficiency is to be maximized, the appalling waste of money and manpower which exists today is to be minimized.”

Harvard Business Review



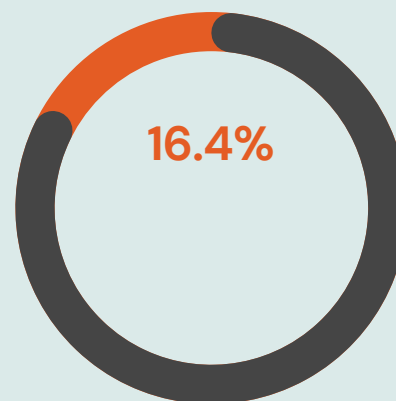
Impact on Sales

Eliminate 'no value added' tasks

In sales, opportunity cost is what it costs an organization in people and processes to close a deal. Unlike what you may think, the most important cost to meet is not the cost of a sales rep's salary, but rather their revenue contribution potential, which is to say, their annual quota. Maximizing the return on sales opportunity costs is businesses' biggest challenge, with only 60% of sales reps meeting their annual quota (Chief Sales Officer) and 40% of sales leaders not meeting their annual revenue goal.

Sellers spend 16.4% on the sales cycle managing internal complexities.

Gartner





Eliminate the need to search for content

Sellers spend a third of their week creating or looking for sales content. That's almost the same amount of time they spend engaging with customers. This happens because the content is saved across a number of repositories, so sales reps spend too much time searching through multiple folders and files to find the necessary content or sales tools.

How much time salespeople spend hunting down sales content:

2.3

hours a week
searching for
marketing
collateral and
sales tools.

5.8

hours a week
searching for
customer-
related
information.

6.4

hours a week
creating
presentations
that may already
exist.

Eliminate duplicate work

When sales reps can't find the content they need to engage with a customer, they will often create it themselves. In most cases, the marketing team has already created it or another seller has created something similar that simply hasn't been shared.

Another thing to consider is that the rep will likely customize this content, making it undiscoverable by the team, and possibly never to be used again. Again because it can't be discovered and shared with the team. All the hours invested in creating duplicate, single-use sales collateral? They could've been put towards seller-to-customer engagement that generates revenue attainment results.

"65% of salespeople say they can't find the content they need to send to prospects."

Kapost

"33% of selling time is wasted due to poor sales enablement. Capturing as little as 10 minutes a week for more selling time is worth \$57,000 per rep/year in revenue attainment."

IDC





Activities that take sellers away from customer interactions are killing your sales productivity.

Seeking outcomes in the least amount of time per seller is a best practice, as competent salespeople spend their time on the most important priorities. However, according to IDC, **B2B sellers spend 26% of their week on low-value administrative tasks.**

And it doesn't get better: **the average salesperson spends around 5.5 hours per week on data entry** tasks, such as updating records in the company CRM system (Introhive). That increases the total time of non-selling activities to half of a 40-hour work week.

Think about this - with the average base salary for US sales representatives at \$65,000 (Spotio), **organizations are investing half a seller's annual cost into efforts that are not focused on generating revenue.** The smart business decision to make here is not about earning that cost back, but rather finding a way for the salesperson to invest that time into revenue-generating activities, and getting in front of more customers.

Aim for effectiveness, not just efficiency

Many sales leaders tend to focus just on efficiency, neglecting effectiveness. While maximizing selling time is important, improving sales effectiveness should be the main priority.

Sales reps need access to the most relevant content adjusted to their interactions with a specific customer, their go-to-market challenges, and the different personas that make up the buying team. In addition, sellers must have access to information about their company's offerings and be able to connect them to the problems the customer is trying to solve.



Lacking the ability to successfully connect product capabilities to customer concerns can result in missing opportunities to cross-sell or upsell, during their interaction with B2B buying teams. Making the most of client engagement requires a seller to have the most relevant customer insight, knowledge, coaching, and content from their sales and marketing teams.

When effectiveness in sales engagement is understood and mastered, that knowledge must be shared with the entire selling team. To achieve this objective, organizations must take a look at their sales opportunity data, scan it for look-alike patterns and identify the behaviors that successfully converted an opportunity into revenue. Only then can a company replicate effectiveness in a consistent, scalable fashion.

Impact on Marketing

The dangers of sales-generated content

If sellers are producing or modifying content the marketing team has already created, it not only is a duplicate effort, but it might contain inaccurate information or an off-brand message about your products. This is particularly important for organizations with strict industry compliance regulations.

No oversight, no measurement

Without oversight on the content they produce, marketing teams can't measure the performance of sales collateral, and . can't determine the effectiveness and business impact of the tools and content.

Organizations spend approximately 26% of their annual marketing budget on content, and as much as 70% of that content goes unused.

Forrester/Sirius Decisions





How much does B2B content cost?

“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 their costs of creating content – either internally or externally.”

Forrester/SiriusDecisions

Enterprise-size organizations spend roughly twice what they think they do on content – emerging growth organizations spend more than 10 times!

SiriusDecisions 2015 Cost of Content Survey



The Cost of Poor Sales Enablement

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

IDC

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

Spotio

Conclusion

Sales enablement outcomes speak for themselves. When salespeople no longer waste time searching for content or creating it themselves, they maximize the time available for customer engagement and revenue-generating activities. Additionally, having a sales enablement solution guarantees that the content sales reps use is always specific, relevant, and delivered at the point of need – no matter where or how the customer engagement takes place.



“Modern sales enablement tools can deliver a significant revenue lift of up to 20% within 12 months.”

Mary Shea, Forrester

Outcomes of companies with effective sales enablement programs:

- 32% higher team sales quota attainment.
- 24% better individual quota achievement.
- 23% higher lead conversion rate.

Aberdeen Group

About TEG

The Enablement Group (TEG) is your sales readiness and enablement partner. We deliver the sales performance outcomes your organization has been looking for by combining advisory and sales tool creation with technology implementation and program management.

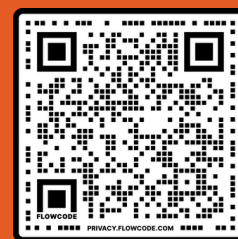
Unlike sales training and consulting firms or sales engagement technology vendors that only solve certain aspects of the sales enablement challenge, TEG provides a holistic approach to solving the entire problem with a combination of people, processes, knowledge, content, tools, and engagement technology.

We focus on delivering the complete solution, encompassing real value which translates into sales outcomes and long-term success for your organization. That's what drives us: We think and operate in your organization's best interest.

We are experts in sales readiness and enablement – packaging the right training, expert knowledge, content, and selling tools that work best for engaging with specific customer profiles and buying personas at every stage of the selling process.

Our sales engagement platform automatically delivers it in the timeframe when it's needed – whenever seller-to-customer interactions happen, either online or offline.

Join TEG's Readiness Community: SOR Academy



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