

# Why Your B2B Organization Needs a Knowledge Manager



Unlocking expert knowledge in a B2B organization equips the sales team with everything they need to engage with customers effectively, close deals faster, and achieve sales targets. This is a continuous process that requires a culture of collaboration, open communication, and a commitment to learning and improvement.

The Enablement Group (TEG) is your organization's sales knowledge manager. We are experts in sales readiness and enablement, making your sales team more competent and effective in every customer interaction to improve revenue attainment results.

**For a B2B sales organization, data may be the new oil but knowledge is the fuel for the engine that gets the car moving.**

## Sellers Need Knowledge – Unlock What's Embedded In The Organization:



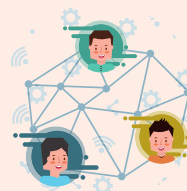
Institutional



Situational



Product / Service



Tribal



Selling (technique)



### **Institutional Knowledge:**

Providing institutional know-how is essential for onboarding new sales reps. Understanding the company's history, mission, values, and culture is crucial for salespeople. It helps them align their sales approach with the company's identity and goals. They also need to know how to get things done. This includes anything from payroll and expense systems to understanding the company's sales processes and workflows, and the associated system interfaces (CRM, CPQ, RFP, contracts/legal, compliance), as well as who to go to get what type of information or expertise.



### **Product Knowledge:**

Sales reps need to have a deep understanding of the products and/or services they are selling. Customers expect them to be experts who can answer questions, address concerns, and provide valuable insights. Without in-depth product knowledge, sales reps may struggle to build customer trust and credibility. Knowing the product inside and out boosts a salesperson's confidence, and increases the likelihood of closing a sale.

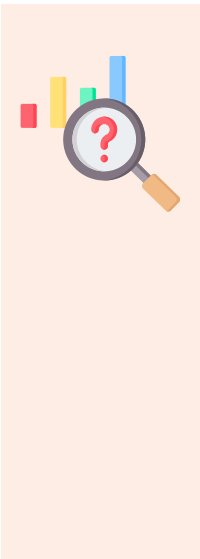
Product knowledge training should be a continuous process to keep sales reps up-to-date with product changes and market dynamics ("ever-boarding"). Product managers or SMEs are the best source of in-depth product knowledge. They deeply understand of product features, development processes, use-case scenarios, and the competitive landscape. They also know how to identify opportunities for cross-selling related products or upselling to more advanced or premium versions, increasing customer lifetime value.



### **Selling Technique:**

Invest in ongoing training and development programs that facilitate making a seller competent. Sales reps can learn effective selling techniques through a combination of a structured training program, continuous micro-learning (embedded into the process of selling), self-improvement efforts (recording sales calls), continuous coaching, and ongoing professional development. Encourage a culture of continuous learning and improvement within the sales team.

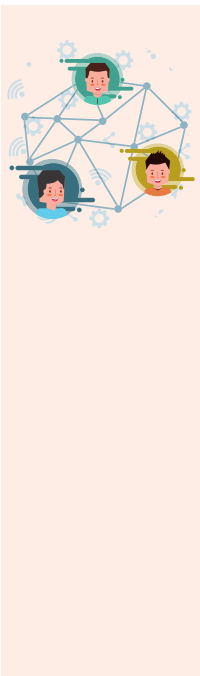
When selecting a B2B sales technique training program, consider factors such as your team's current skill levels, the complexity of your sales process, and the specific competitive challenges you face in your industry. TEG is happy to make a recommendation on a sales methodology that fosters the best relational, conversational, and value-based consultative technique. The key is getting sellers to "listen to understand" in order to be more effective.



### Situational Knowledge

This knowledge enables sellers to personalize their customer engagements, making them more relevant and valuable. It's about understanding what content to use, and how to position value with a specific customer profile or, buying persona, and when to use it in the sales process.

It includes information about the market in which the company operates, industry trends, competitor analysis, customer insights, and market dynamics. It should also include sales playbooks, which are interactive and packaged in a consumable format to provide step-by-step guidance for various sales scenarios, as well as success case studies that showcase how the company's products or services have solved problems for previous clients. These are powerful sales assets that need to be used on a regular basis to help a seller position their offerings effectively.



### Tribal Knowledge:

This is probably the most valuable knowledge and insight to unlock in the organization. It's the collective wisdom, insights, and best practices that exist within various sales team members' heads that are acquired through years of experience, including trial and error (lessons learned from deals that didn't go as planned or ones that were successfully closed).

Tribal knowledge is not typically documented instead it's shared verbally, through anecdotes, stories, and one-on-one interactions among sales team members. Sales tribal knowledge often contains shortcuts, tips, and tricks that can significantly improve a salesperson's efficiency and effectiveness

The challenge with not capturing tribal knowledge is that it can be lost when experienced salespeople leave the organization. Capturing and preserving this knowledge is essential for speeding up new seller onboarding and maintaining continuity in sales effectiveness.

**A McKinsey Global Institute Report reveals that robust knowledge management can reduce the time lost in searching for information by up to 35% and even boost organization-wide productivity by 20-25%.**

## Your Readiness and Enablement Partner

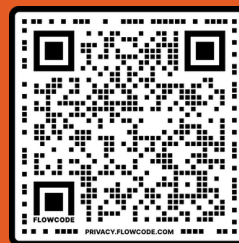
TEG provides managed services that combine sales enablement strategy, implementation, and ongoing program management with our advisory expertise in content curation, sales tool development, selling skills training, customer insight, and expert customer engagement knowledge.

We couple all that with a SaaS-based sales engagement platform, a centralized repository where salespeople can quickly find and access the best expert knowledge, content, and sales tools that are delivered to them in the right timeframe to make them more effective in every customer engagement.

## 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.

**Join TEG's Readiness Community: SOR Academy**



### **The Enablement Group**

65 Water Street  
Laconia, NH 03246  
+1 603 696 5315



info@enabletheteam.com  
www.theenablementgroup.com