Kompyte by Semrush

Inside: strategies and best practices for a successful sales enablement program

Sales Enablement

The Ultimate Guide

Learn the basics of sales enablement and help your sales team close more deals.

Sales enablement is all about empowering your sales team to sell more, faster. Using technology, content, competitive intelligence, training, and coaching, sales enablement helps salespeople close more deals and increase business revenue.

Let's take a closer look at what sales enablement is, why it's important, and how you can implement it in your own organization.

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1 What is Sales Enablement?

We like the way Will Yang, Head of Growth at **Instrumentl** explains sales enablement.

"Sales enablement is a combination of two things. It's a process by which you can help your salespeople to be more effective. This includes teaching them about your products and services in the context of their client's needs and helping them understand how to use that information to build relationships with their customers.

It's also a set of tools and systems that help salespeople perform their job better, such as CRM systems, email marketing solutions, or anything else that helps them sell more effectively. "

Or as Estelle Barthes of **Napta** put it, sales enablement is:

"Every resource or material that can help you and your team sell faster and better!"

This includes training to help them understand customer needs and challenges and why they choose you over the competition, as well as up-to-date materials like Battlecards and in-the-moment updates delivered to the entire sales team.

Whether sales enablement lives in the operations team, with sales leadership, or with product marketing, a strong sales enablement program is essential to hitting sales goals and continuing to increase revenue.

Why is Sales Enablement Important?

Have you ever started a home improvement project only to realize you don't have the right tools for the job? Maybe you tried to push through, using "alternate" tools for a while (been there). But nothing goes smoothly, you might injure yourself, and the chances of getting the job done well are slim to none. Frustration is probably the only guaranteed result!

It's similar to when a sales team doesn't have the tools they need. Try as they might, chances are none of you will be satisfied with the results. Over time this leads to, not only missed quotas, but frustration and burnout as well.

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With sales enablement in place, your sales team feels empowered and confident to overcome objections and present your brand as the right choice, which often translates to more sales. In fact, we've seen our users' win rates increase up to 30% when they started using Battlecards, a common sales enablement tool.

"Sales enablement is important because it allows salespeople to spend more time selling and less time learning the product." - Will Yang

Benefits of Sales Enablement Include:

- **Improved sales productivity**: When sales teams don't have to go looking for the resources they need, they can spend more time talking to and closing deals with potential customers.
- **Increased revenue and win rates**: Competitive intelligence resources like Battlecards, Reports, and real-time insights help sales people overcome objections and position their product for the win.
- **Better customer engagement**: When sales reps can confidently answer questions and address concerns, trust is won and rapport is built.
- **Greater alignment with marketing**: When all teams are working from the same insights, they can provide, not just winning sales decks, but also content like blog posts, ebooks, and webinars that answer common questions, shortening the sales cycle and improving the quality of leads.
- **Better data and analytics**: Understanding why you win or lose is key to improving your win rates. Sales enablement measures the success of the program which reveals what's working and where improvements are needed.

What Are the Elements of a Sales Enablement Program?

The elements of a sales enablement program will vary, but some common components include:

Sales Training
Providing sales reps with the knowledge, skills, and tools they need to sell effectively, sales training may be conducted in-house or using commercially-available courses. Training should also be ongoing, particularly when a new feature is introduced or when new objections start to pop up in sales calls.

Competitive Intelligence
If you don't know how your product or service compares to the competition, why you win, what promotions or messaging they're deploying, you are losing deals you should be winning. Competitive intelligence programs can require multiple full-time employees, or can be maintained in about an hour a week with automation. For your competitive intelligence program to win, the insights must be up-to-date and easily accessible to your sales team,

preferably in the sales tools they already use.

Sales Content
Brochures, case studies, testimonials, and product demos that can be sent to prospective customers can help close deals faster. Sales decks help shape the story sales reps tell on their calls, ensuring that key points are covered. Battlecards provide a quick reference for overcoming objections and making a strong case for your product.

Sales Technology
Technology saves time and keeps information organized (no post-it notes, sorry!). You might use a customer relationship management (CRM) system, sales automation tools such as Salesforce or HubSpot, competitive intelligence tools, call-recording software, and analytics platforms. Bonus points when your systems all work together.

Sales Coaching
Feedback, practice, and repetition help sales reps improve their skills (and win rates!).

Sales Processes
Processes ensure repeatable success and save time that would otherwise be spent trying to remember how to complete a task, close a deal, bill a customer, etc. These should be documented and shared in training and coaching sessions.

Sales & Marketing Alignment
Ever hear the saying, "You're either in sales or you're in sales support"? Marketing provides important sales assets and pre-sale educational content. Sales has a treasure trove of information regarding what questions our customers ask, where they get "stuck" in the buying process, and what features they really love. Regular communication between sales and marketing unlocks those insights to the benefit of all involved.

Sales Metrics: Tracking and analyzing sales metrics to understand the performance of sales efforts and make adjustments to improve results. Is one rep struggling to close deals? Are win rates considerably higher when sales reps utilize the content and Battlecards available?
(Hint: they are. Get a free Battlecard template here .)

2 Creating a Sales Enablement Strategy

Before you start on your strategy, you need to know where you are today. What is your current program? Where is there room for improvement?

Once you clearly understand your current situation, you can set SMART goals for your sales enablement program. SMART goals are specific, measurable, attainable, relevant, and time bound.

Will you start with a specific revenue goal? A productivity goal? Whatever you choose, make sure you know how you will measure it, that it's attainable, and that you have a date for evaluating your success.

How Do You Set and Achieve SMART Sales Enablement Goals?

Now that you know what you want to measure, you can track progress and make adjustments as needed in order to reach your goals. It is also important to ensure the goals are achievable, considering the resources and capabilities of your team.

Also, the goals should be relevant to the overall strategy and goals of the business and have a specific time frame for achieving them.

SMART goals are specific, measurable, attainable, relevant, and time bound.

Setting SMART goals for your sales enablement program will ensure that your team is working towards a clear and achievable target, which will ultimately improve your bottom line.

Example of a SMART goal:
Achieve a 5% increase (specific, attainable) in win rates (measurable, relevant) by April 1 (time bound) as measured by Kompyte win/loss analytics.

Reaching Your Goals

The function of sales enablement includes training and coaching to help sales reps develop the skills engage with prospects and customers.

It also includes sales software, competitive intelligence, and content - everything the sales team needs to effectively sell. Here are some activities that will support your new strategy.

- Provide regular training and coaching to reps
- Create and maintain a centralized repository of sales assets
- Implement technology, such as CRM, competitive intelligence, and marketing automation software
- Align the sales enablement strategy with the overall goals of the company.
- Measure and analyze key metrics to continuously improve the sales enablement program.

Take an inventory of what you already have from the list of elements above. What are the current sales processes? What content is available? Who is handling competitive intelligence and how?

Now identify where you need support. Is it in content? Training? Technology?

Develop a plan to address the needs you've identified. Make sure to assign "owners" to projects and ensure they have the resources they need to complete the work in the expected timeframe.

As you start to implement your strategy, track those metrics that are key to your goals. If the sales deck is updated in May, do you see an increased win rate in June? Make sure to share your results with the team.

Continuously improve the sales enablement strategy by regularly reviewing and adjusting it based on the results of your efforts and the feedback from your sales team.

It's important to involve sales team members, sales leaders and other relevant stakeholders in creating a sales enablement strategy in order to create a buy-in and make sure that the strategy addresses their needs and concerns.

One of the most important ways you can provide support to your sales team is with content.

What Are Some Examples of Sales Enablement Content?

This type of content helps salespeople guide prospects toward making a purchase. It warms leads in your pipeline and encourages them to convert—plain and simple. Let's look at some examples.

- **Competitor Battlecards**: A sales enablement tool that provides competitive intelligence on a company's competitors, including a comparison of their strengths and weaknesses. These cards are used to equip salespeople with market insights and assist them in making informed decisions on product positioning. You can make your own with our free Battlecard template.
- **Sales Decks**: Presentations that help salespeople explain the benefits and features of a product or solution to potential customers.
- **Customer Case Studies**: Detailed accounts of how a company's products or solutions have helped solve specific problems for real customers.
- **One-pagers** - Provide a high-level overview of a product or service
- **Product Data Sheets**: Technical and factual information about a company's products, including specifications, pricing, and compatibility information.
- **Sales Scripts**: Step-by-step guides that help salespeople navigate the sales process, from the initial call to closing the deal.
- **Sales Playbooks**: Customizable guides that outline the best practices and strategies for selling a particular product or solution.

3 Sales Enablement Tools

You may not need them all, but sales enablement tools can help you get it all done more efficiently and with better results.

When creating a sales enablement strategy, it's essential to consider what tools to use and which will best help you meet your goals.

For example, if your goal is to increase sales by 10%, consider tools that help with lead generation and conversion rate. If your goal is to improve customer satisfaction, think about tools that help with customer relationship management and communication.

Customer Relationship Management (CRM) Systems

That's right. CRM systems serve as a sales enablement tool because they provide sales teams with a centralized location to store and manage customer data. This data can then identify sales opportunities, track customer interactions, and forecast sales.

Priority level	High, as CRM systems are essential for managing and monitoring customer interactions and identifying sales opportunities.
Potential cost	Roughly between $10-$210 per month.
Complexity to learn	Depends on the CRM system chosen, with some being more user-friendly and intuitive than others.

Salesforce

Best for: Businesses of all sizes looking for a comprehensive CRM solution with various sales enablement tools.

Where to start, depending on your goals: Salesforce Sales Cloud for managing leads and automating sales processes, Salesforce Marketing Cloud for managing marketing campaigns, and Salesforce Service Cloud for managing customer support and service.

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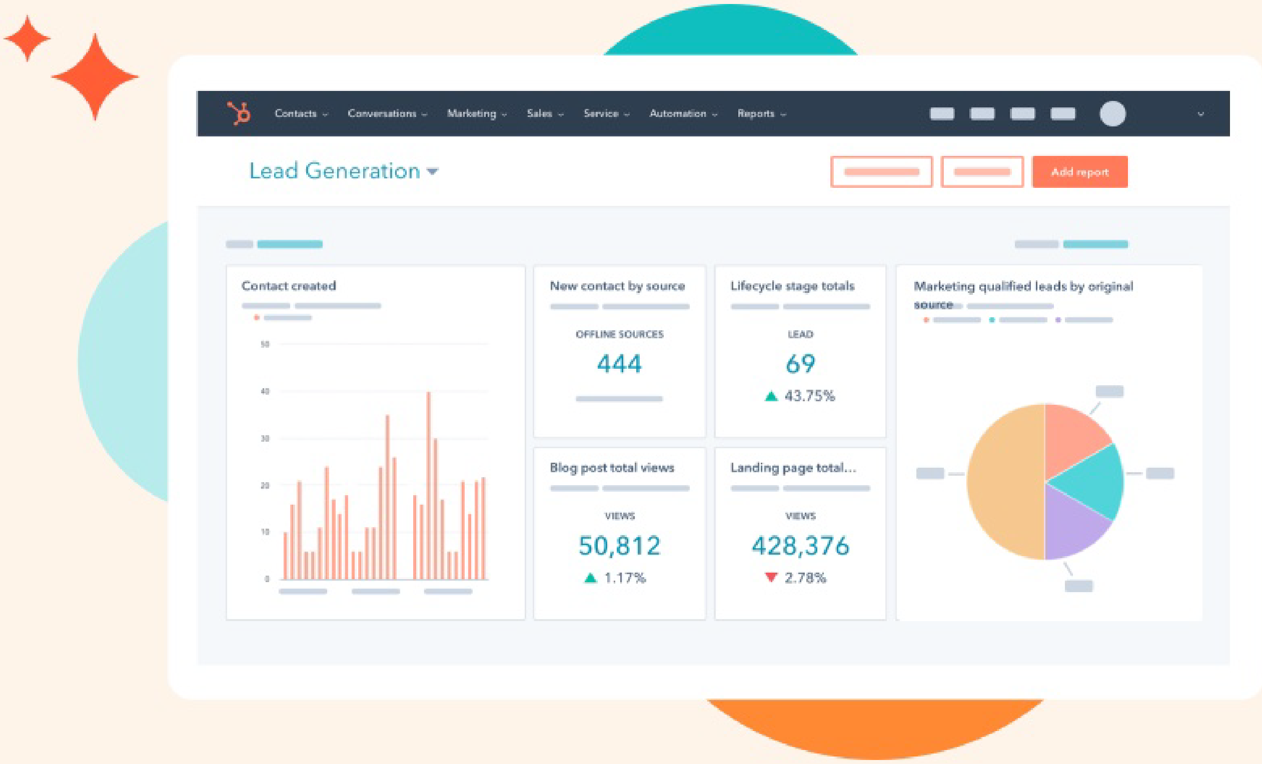
HubSpot

Best for: Small to medium-sized businesses looking for an all-in-one platform that combines CRM, marketing, and sales tools.

Where to start, depending on your goals: HubSpot CRM for managing leads and customer interactions, HubSpot Sales for automating sales processes, and HubSpot Marketing for managing marketing campaigns.



Sales Automation Tools

Sales automation tools are software or platforms that help automate repetitive and time-consuming tasks in the sales process, such as lead tracking and follow-up. This can help increase efficiency and productivity for sales teams.

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Priority level

High, as sales automation tools can help increase efficiency and productivity for sales teams.

Potential cost

Roughly between $9.99-$975 per month. Some may be as much as $25,000 per year.

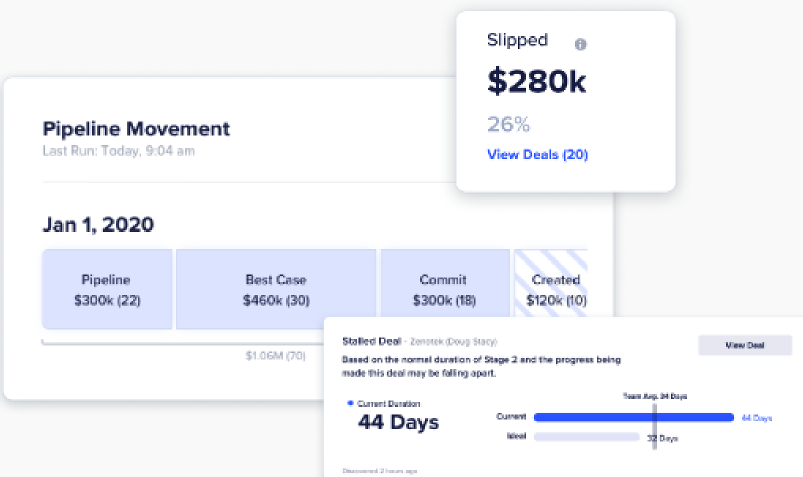
Complexity to learn

This can vary depending on the sales automation tool chosen, with some being more user-friendly and intuitive than others.

Outreach

Best for: Sales teams looking for a comprehensive sales engagement platform with various automation features, such as email and call tracking, lead management, and automated sales sequences.

Where to start, depending on your goals: Outreach's lead management and prioritization features for identifying and focusing on the hottest leads, and the email and call tracking features for monitoring customer engagement.



Yesware

Best for: Sales teams looking for a comprehensive sales engagement platform with various automation features, such as email and call tracking, lead management, and automated sales sequences.

Where to start, depending on your goals: Yesware's email tracking and automated sales sequences are great for monitoring customer engagement and automating follow-up tasks.

Competitive Intelligence Tools

Competitive intelligence tools let you know when your competitors update their products, pricing, marketing strategies, job postings, and much more. This information can improve sales strategies and help you stay ahead of the competition.

In fact, competitive intelligence is a massive part of the sales enablement strategy. It helps speed up onboarding, track Battlecard use, and understand your SWOT (and that of your competitors so you can overcome objections). They can cut down on call preparation time by hours, too.

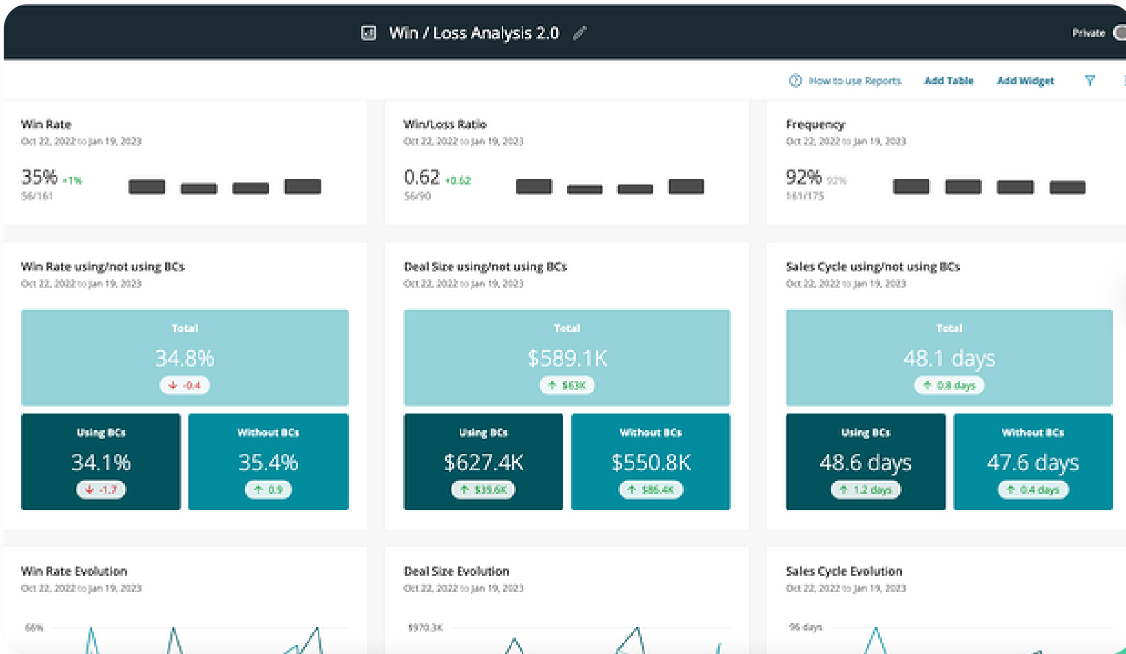
Priority level	High, as competitive intelligence tools can provide valuable insights and help businesses improve their sales strategies and stay ahead of the competition. Many sales leaders don't realize how many deals they lose to competitors until they start win/loss analysis.
Potential cost	Anywhere between $19.99 per month to as high as $75K a year (or even per month), depending on the tool, use case, and company size.
Complexity to learn	Varies depending on the competitive intelligence tool chosen, with some being more user-friendly and intuitive than others. Many competitive intelligence tools offer tutorials, training materials, and customer support to help users navigate the system.

Kompyte

Best for: Businesses looking for a comprehensive competitive intelligence platform to help track competitors, find key insights, and improve sales strategy.

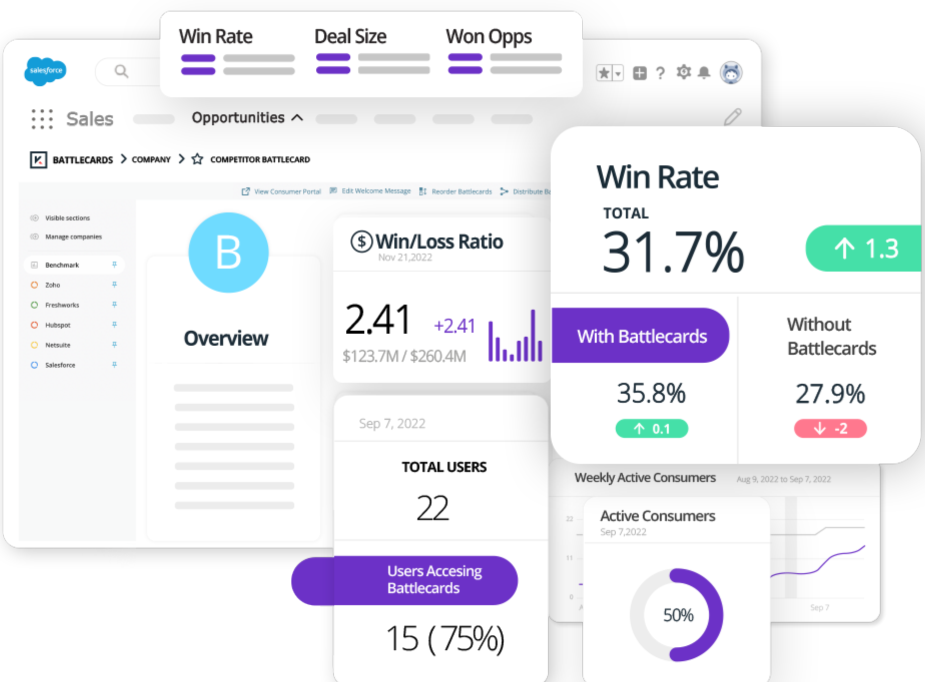
Where to start, depending on your goals: Kompyte's competitor tracking and analytics features for monitoring competitors' actions and progress, and the reporting tools for tracking your progress and making data-driven decisions.

Win/loss analysis can help you see where your sales team needs extra support. Battlecards and reports are easily accessible in the other sales tools your team is using (HubSpot and Salesforce), meaning they won't have to adopt yet another tool in order to quickly prepare for sales calls and keep their messaging consistent.



Watch your win rates improve (we usually see an average of up to 30%) with Kompyte Win/Loss Analysis

Special note: Here at Kompyte, we're pretty proud of our features and benefits—and our customers agree. Our Battlecards (including objection-handling Battlecards), platform integrations (Slack, Teams, HubSpot, etc.), real-time insights, competitor analysis reports, and user-submitted insights are unmatched. If you've never used Battlecards or playbooks in your sales calls, check out this template.



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Meeting Intelligence/Call Recording Programs

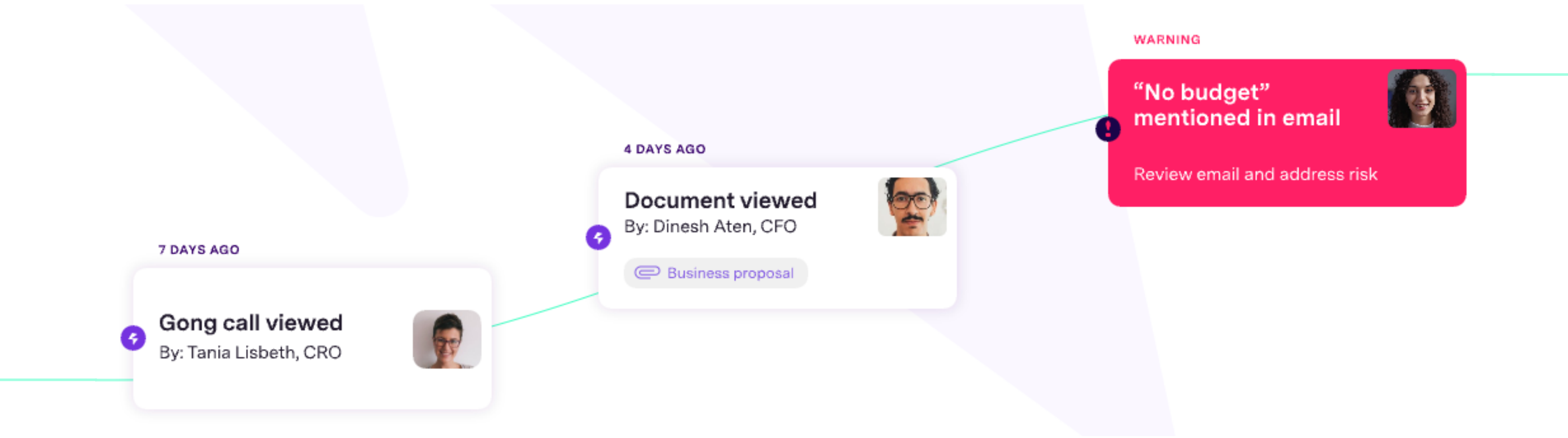
Sales call recording systems allow sales leaders to monitor calls, watch for proper messaging, and provide opportunities for coaching. Sales reps can use them to critique their own performance and learn from more successful colleagues. Marketing teams may also review calls to get to know customers better and see what positioning resonates best.

Priority level	High. Without this look into actual sales calls, you really don't know what people are saying, why they're losing, and if a particular customer is becoming a bigger threat.
Potential cost	There's a wide range here with prices starting under $10/month per user to well over $100/month per user.
Complexity to learn	Using basic call recording, transcription, and review features is simple, but some of these tools are incredibly powerful and may take a while to master.

Gong.io

Best for: Larger businesses who will make extensive use of Gong for sale, customer success, AND marketing teams as Gong is priced at the higher end of the options because of its impressive feature range.

Where to start, depending on your goals: Start with call recording and coaching to improve the success of your sales team. But make sure your team will use other features as well.



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Chorus

Best for: Sales leaders and others looking to achieve better sales forecasting and results. Make sure your leadership and marketing teams are aware of features that will help them with messaging, too.

Where to start, depending on your goals: Use Chorus to ramp up new sales reps and identify where you're losing deals.

Avoma

Best for: Smaller sales teams looking for basic call recording, meeting management, and some cool AI features that include the ability to extract key notes and import into your CRM.

Where to start, depending on your goals: Use Avoma's transcripts and up to 4x speed playback capability to review calls for coaching opportunities.

Sales Content Management Systems

Sales content management systems are software or platforms that help sales teams manage and distribute content, such as sales presentations and product information. They can also track the performance of the content and provide analytics to help improve sales strategies.

Priority level	Medium, as sales content management systems can help sales teams effectively manage and distribute content, track performance, and improve sales strategies. This feature may also be available in some other tools (like Kompyte).
Potential cost	About $6-55 per month.
Complexity to learn	Depends on the Sales Content Management System chosen, with some being more user-friendly and intuitive than others. Many sales content management systems offer tutorials, training materials, and customer support to help users navigate and fully use the system.

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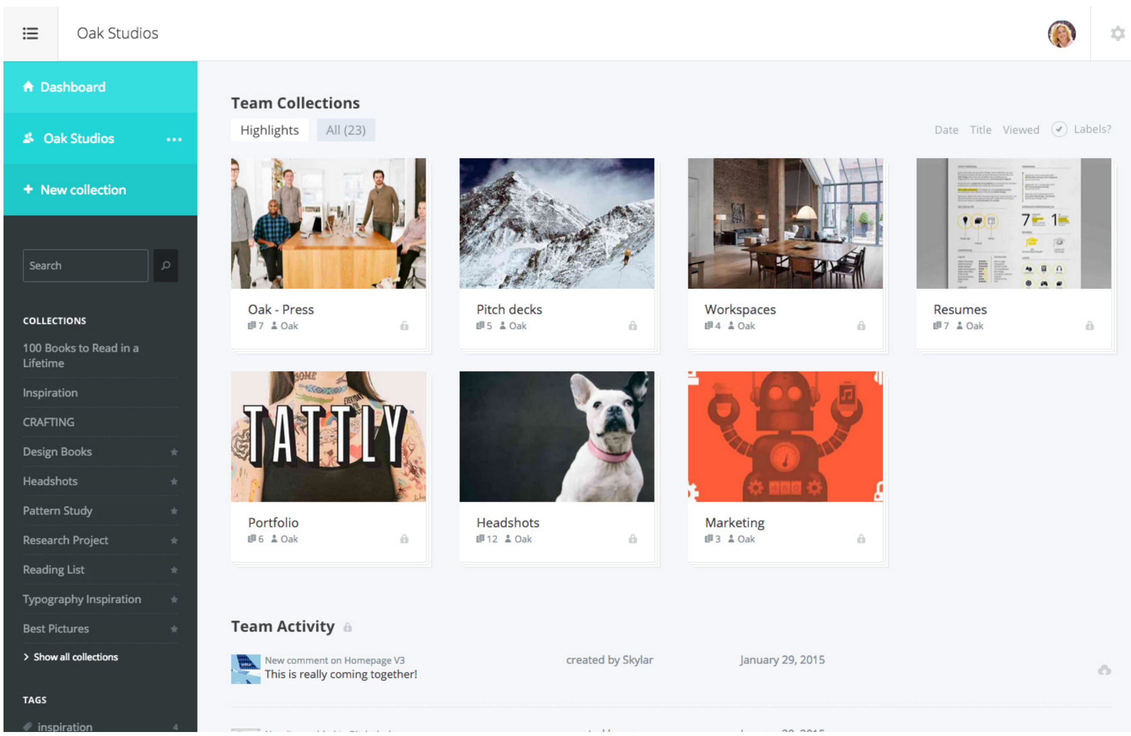
Dropmark

Best for: Smaller teams with infrequent updates who need an effective way to store and manage sales assets that isn't on Google Drive.

Where to start, depending on your goals: Keeping sales presentations, one-sheeters, Battlecards, and reports organized is key to consistency in messaging and process. If you can keep your most-recent versions of documents here, it eliminates a lot of headaches. It's also easy to make collections that can be shared with prospects.



Seismic

Best for: Businesses looking for a comprehensive sales enablement platform that includes content management, sales training, and analytics features.

Where to start, depending on your goals: Seismic's content management and analytics features for managing and tracking the performance of sales content and identifying areas for improvement, and the sales training features for improving sales team performance.

Sales Training Platforms

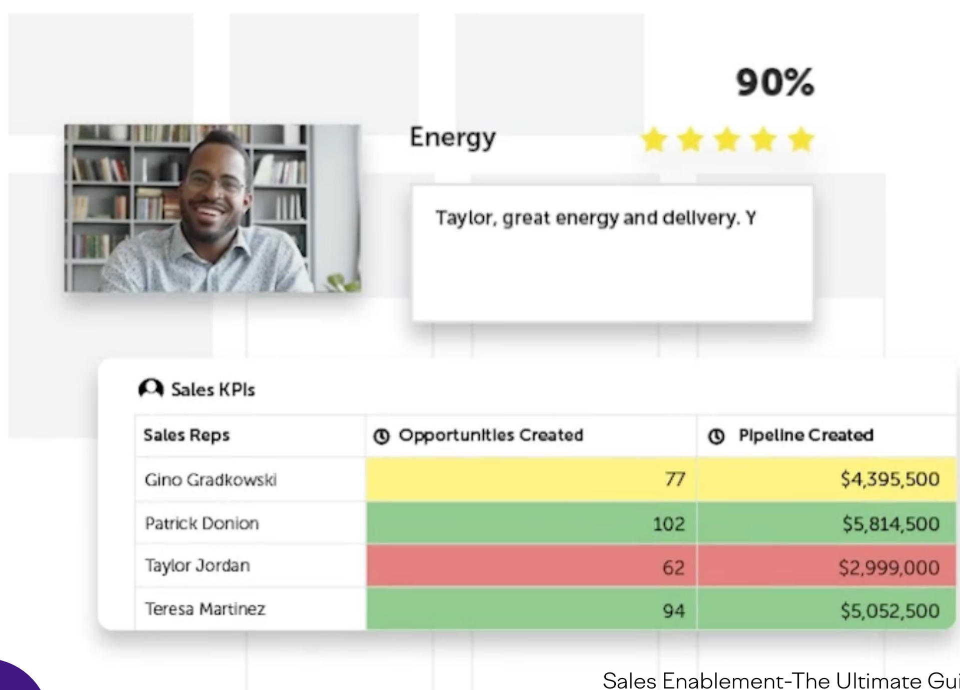
These tools provide training and development resources that can improve sales skills and keep the team up-to-date with the latest sales trends. We consider them a medium priority as there are other ways to accomplish sales training.

Priority level	Medium, as sales training platforms can provide valuable training and development resources to improve sales skills and knowledge.
Potential cost	Anywhere between $14.50-$97 per month. Some are about $1,000 a year.
Complexity to learn	Depends on the sales training platform chosen, with some being more user-friendly and intuitive than others.

Brainshark

Best for: Businesses with mobile sales teams looking for a way to provide training materials on the go—even in areas with poor connectivity.

Where to start, depending on your goals: Brainshark's mobile-friendly platform for delivering training materials to mobile sales teams and the analytics features for tracking and measuring the performance of sales training.



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LearnCore

Best for: Businesses looking for a comprehensive training platform that supports company-wide training initiatives, including sales training.

Where to start, depending on your goals: LearnCore's sales training resources and analytics features for improving sales skills and processes, and the coaching and training program management features for managers.

Analytics Platforms

Think of these as data-centric tools that encompass all the ins and outs of every sale. Sales teams can use them to set goals better, improve internal processes, and forecast future sales.

Priority level	High, as analytics platforms can provide valuable insights and data to help sales teams set goals, improve internal processes, and forecast future sales.
Potential cost	Between $9.99-$445.50 per month. Some can be as much as $9,000 per year.
Complexity to learn	Varies depending on the analytics platform chosen, with some being more user-friendly and intuitive than others.

Tableau

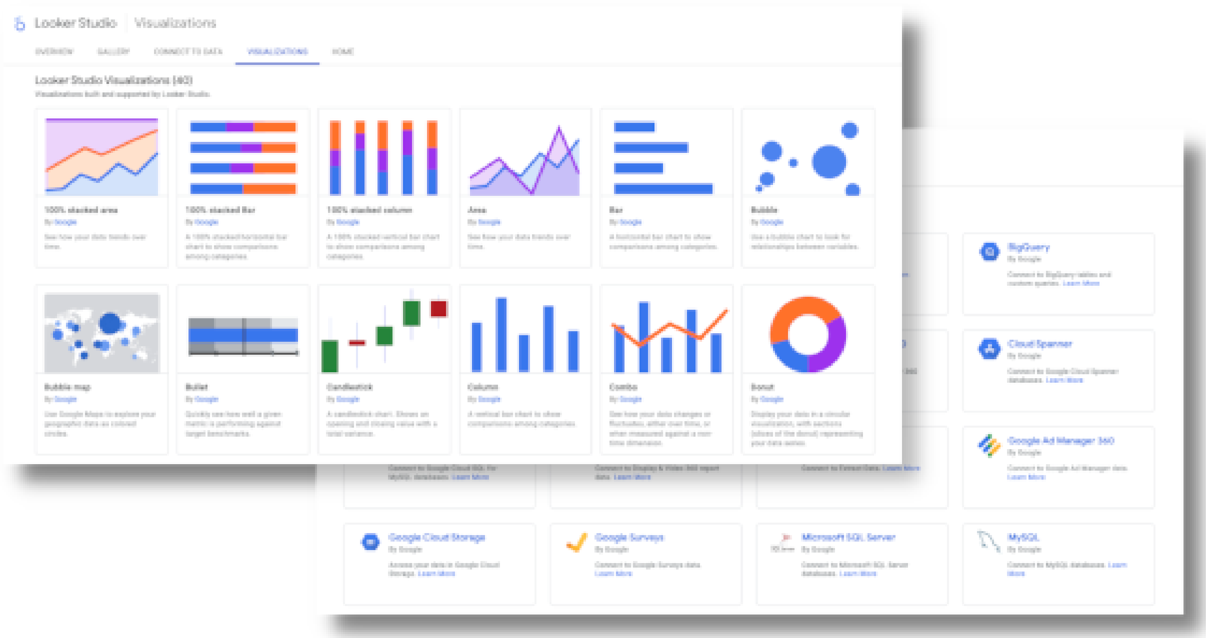
Best for: Businesses looking for a visual analytics platform can provide detailed information and intuitive explanations to empower organizations to make the most of their data.

Where to start, depending on your goals: Build a dashboard to show current deal stages and the performance of each sales rep at every deal stage.

Looker

Best for: Businesses looking for a business intelligence and analytics platform that allows teams to share and explore data with ease via a web-based interface.

Where to start, depending on your goals: Looker's web-based interface for easy data sharing, exploration, and dynamic dashboard features necessary for data-driven decisions.



Sales Communication Tools

Finally, sales communication tools are also essential for sales teams looking to communicate more effectively with customers. They're essential for sales teams looking to streamline communication and increase efficiency.

Priority level

Low, as sales communication tools can be important but not essential for sales teams looking to communicate more effectively with customers as email and other forms of research don't always require a special tool and your CRM may be the best place to keep all your communications.

Potential cost

It ranges between $3.35 and $399 per month.

Complexity to learn

Depends on the sales communication tool chosen, with some being more user-friendly and intuitive than others.

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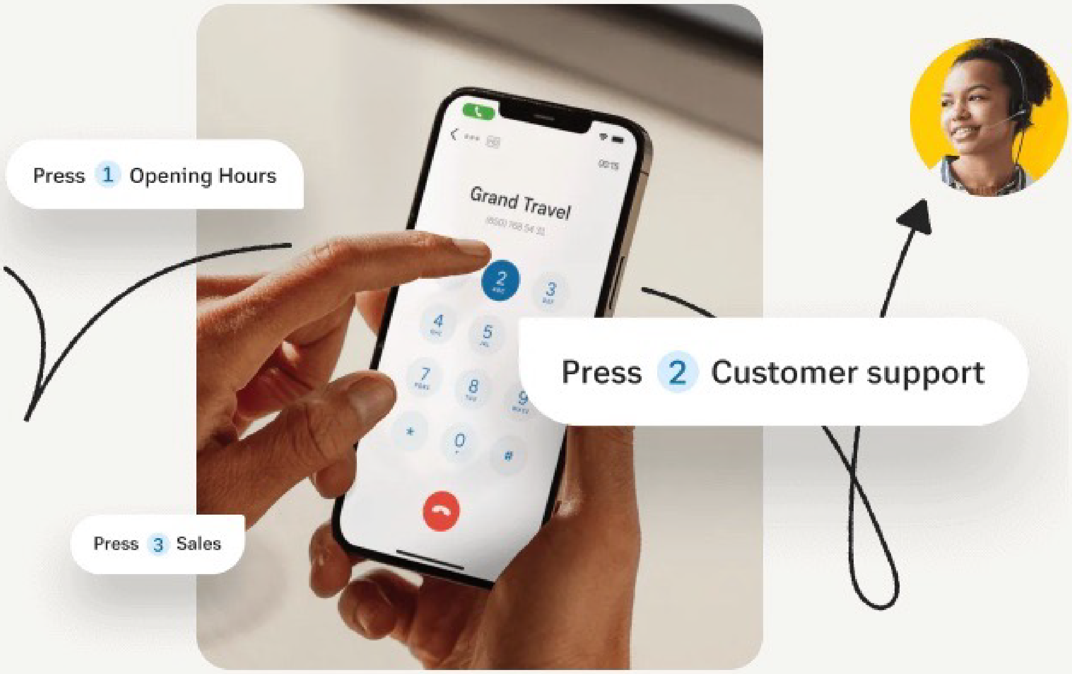
RingCentral

Best for: Businesses looking for a cloud-based communication platform that offers features such as call forwarding, extensions, directories, call auto-attendants, and more.

Where to start, depending on your goals: RingCentral's call forwarding, extensions, and auto-attendants for enhancing communication and efficiency for sales teams, and its directories for easy contact access.



HubSpot

We included HubSpot in the CRM tools section above, but it's worth repeating, as a sales-focused CRM like HubSpot can be an invaluable tool for scheduling appointments, communicating via email, and tracking results.

Best for: Small to medium-sized businesses looking for an all-in-one platform that combines CRM, marketing, and sales tools.

Where to start, depending on your goals: HubSpot CRM for managing leads and customer interactions, HubSpot Sales for automating sales processes, and HubSpot Marketing for managing marketing campaigns.

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Sales Intelligence Tools

These tools let you find the right buyer personas for your team's specific goals, hence making sales a touch easier. This knowledge allows managers to make informed decisions about what products they sell, how they sell them, and to whom.

Priority level

Medium, as sales intelligence tools are essential for sales teams looking for the right buyer personas. When it comes to selling, making informed decisions is essential.

Potential cost

Roughly between $29 and $750 per month. Some are $12,000 per year.

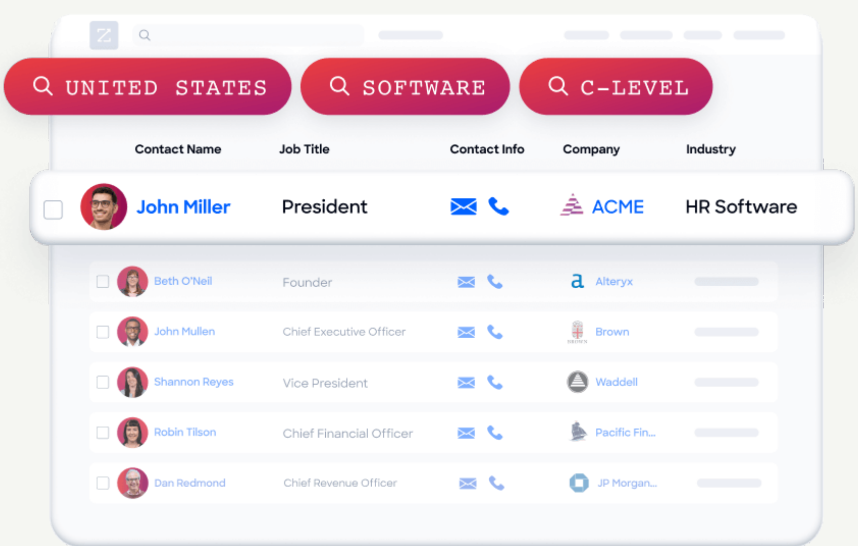
Complexity to learn

Varies depending on the tool, some Sales Intelligence tools may be more user-friendly and intuitive than others, but most offer instructional materials to help users get started.

ZoomInfo

Best for: B2B sales teams looking for a tool to provide contact information for prospects and existing clients.

Where to start, depending on your goals: ZoomInfo's lead generation and contact information search features for finding and reaching out to potential customers, and the analytics and reporting features for tracking and measuring performance.



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LinkedIn Sales Navigator

Best for: B2B SaaS companies looking for a tool that can provide effective targeting and personalized outreach for sales teams.

Where to start, depending on your goals: LinkedIn Sales Navigator's lead generation and account targeting features for identifying and reaching out to potential customers, and the analytics and reporting features for tracking and measuring performance.

Since sales enablement is crucial to the success of your sales team and the company as a whole, it's vital to provide the necessary tools. Which categories of tools you'll need depends on where you are in your sales enablement journey, and there are individual solutions to fit every budget and sales strategy.

If you'd like to see how Kompyte in particular can help you close more deals (up to 30% more!), we'd love to hear from you.

4 Measuring & Improving the Success of Your Sales Enablement Program

But how can you be sure that your sales enablement program is working to help the sales team meet targets and drive overall business growth?

By tracking the right metrics, understanding their impact, and working to refine your efforts, you can continuously improve your approach to meet your team's and customers' developing needs. In this post, we'll explore the importance of measuring sales enablement success and guide you on how to do it effectively.

What Are KPIs for Sales Enablement?

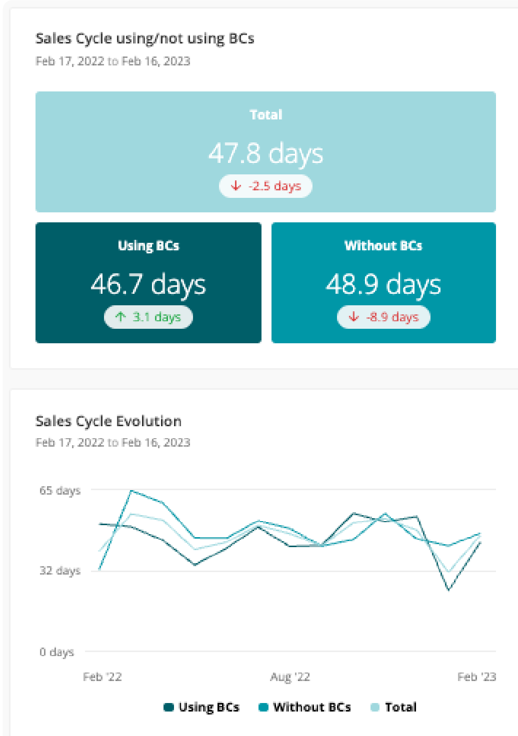
Measuring sales enablement is a crucial aspect of determining the success of your sales enablement program. By identifying the right KPIs, you can track the progress and impact of your efforts and make data-driven decisions to improve your results. Here are some of the KPIs you might track to measure the impact of sales enablement:

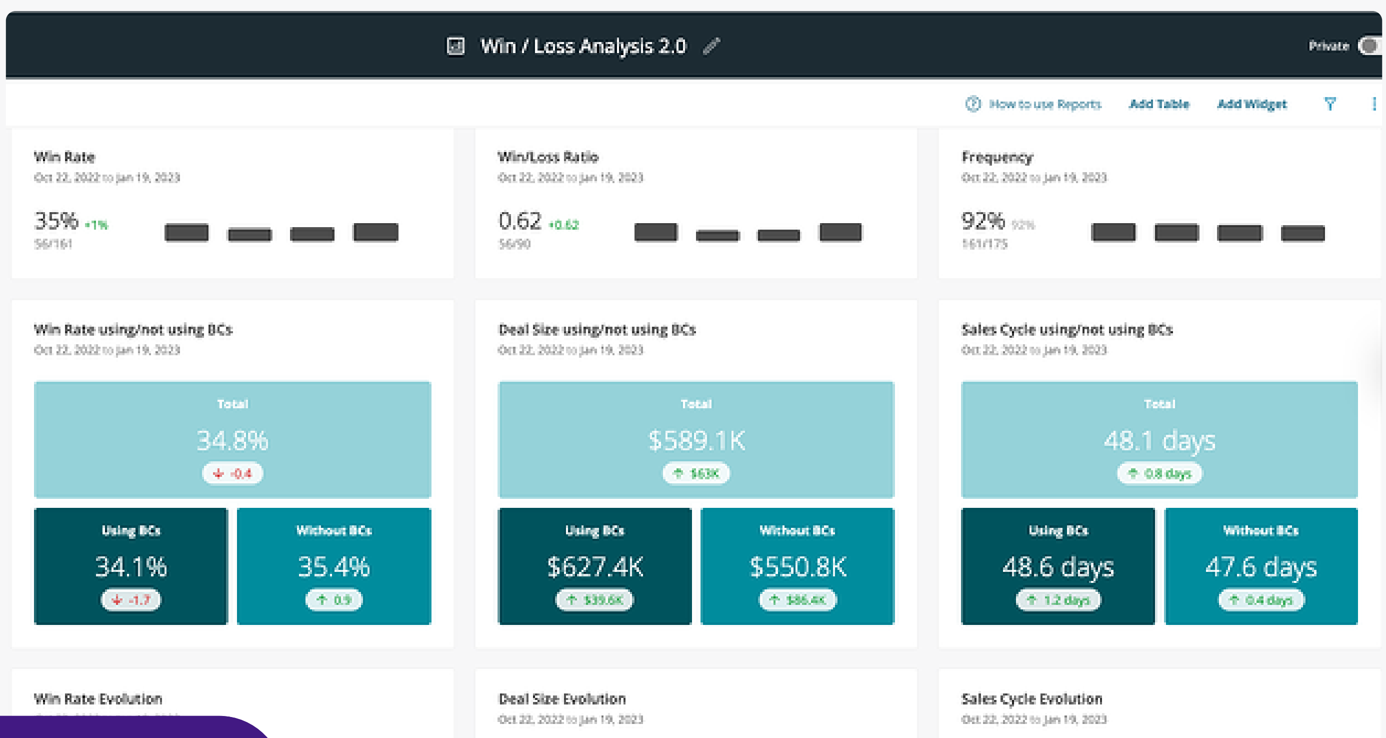
1. Length of the Sales Cycle:

The length of the sales cycle is the time it takes to move a prospect from initial contact to a closed deal. It includes all the touchpoints, activities, and interactions between the salesperson and the prospect.

Measuring the sales cycle length helps organizations understand the time it takes to close a deal and identify any bottlenecks or inefficiencies in the process. By shortening this time, companies close deals faster and increase revenue.

Using Kompyte's 2-way Salesforce integration or a csv upload from any CRM, you can see the length of your sales cycle, and even see the impact of using sales Battlecards.





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How to shorten sales cycles

- **Identify qualified leads** - focus on leads that have a higher chance of becoming a customer. This could involve reviewing your lead scoring, and refining advertising campaigns.

- **Clear up bottlenecks** - find out where deals commonly get stuck. Is it before the call, after the first demo, in negotiations?

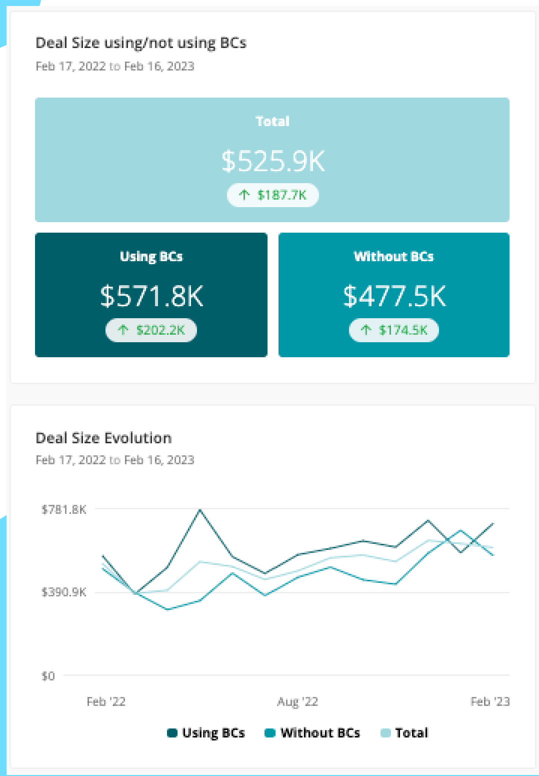
- **Personalize your approach** - customize your sales approach to each customer with personalized communication.

- **Provide value from the beginning** - building trust and providing value with a free trial or consultation or valuable content.

2. Deal Size

Deal size refers to the total value of a sale. It can be measured in several ways, such as the dollar value of a single deal, the average deal size, or the total value of all deals closed.

Measuring deal size is important for understanding the potential for growth and revenue generation. This metric can also indicate the effectiveness of cross-selling and upselling strategies.



See your deal size history and progress and how Battlecards increase deal size.

How to increase deal size

- **Upsell and cross-sell** - offering bundles or volume discounts is a great way to increase deal size.

- **Offer additional services and products -** providing services such as installation, training, or ongoing support can be a one-time increase or an ongoing additional revenue stream.

- **Share success stories** - case studies can help increase the perceived value of your product or service.

- **Offer flexible financing or payment plans -** you may also be able to offer a custom solution that better meets the needs of the customer at a higher price.

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3. Productivity

Do you have goals for calls made, meetings scheduled, or any of the other tasks that come before a call?

Measuring productivity can reveal where processes (such as sales call preparation) need to be made more efficient or where new technology could be useful and can usually be done inside your CRM.

How to increase increase sales productivity

- **Make call prep faster** - providing sales Battlecards or playbooks can help your sales reps get ready for a successful call quickly.
- **Limit meetings -** if it could have been an email or a Slack message, it should have been. Consider not only the time spent during meetings but also the time to prepare and the "switching" cost for all involved.
- **Have a weekly plan and goals** - when everyone knows what is expected of them and what is most important to accomplish this week, they don't need to waste time wondering what to do next.

4. Win/loss Rate

The win/loss rate is the ratio of the number of deals won to the number of deals lost. It provides insight into the competitiveness of the sales team and helps organizations understand their strengths and weaknesses compared to their competition.

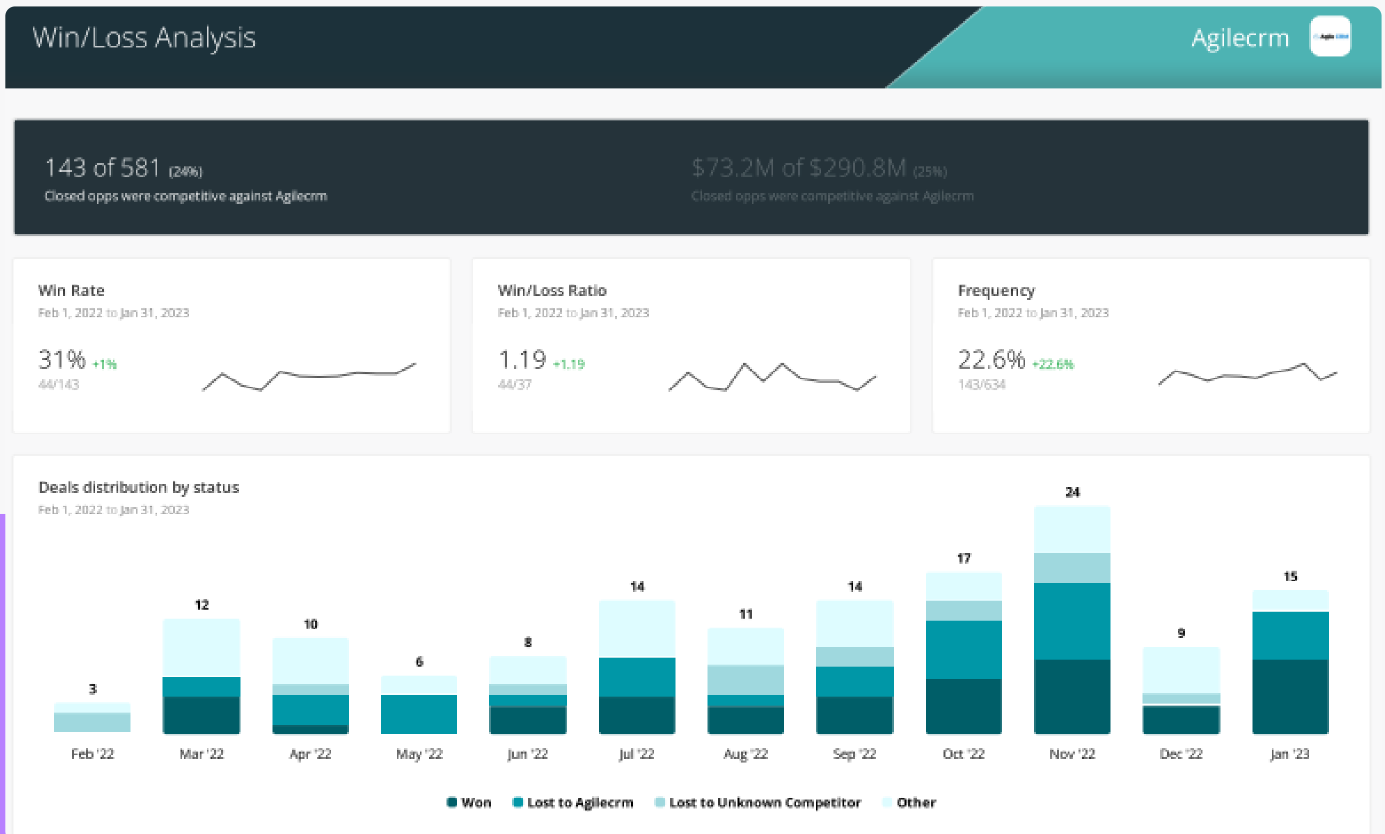
By tracking the win/loss rate, companies can identify areas for improvement and make adjustments to their sales strategy.

Win/loss rate at the level of each competitor can reveal where you need to improve your Battlecards, or where you may need to consider changes to the product roadmap.

How to increase win rate:

- **Focus on qualified leads** - spend your time on leads that have a higher chance of becoming a customer. If you find you're spending time on leads that are never going to purchase, you may want to review your lead scoring rules and refine your advertising campaigns.
- **Build relationships and understand customer needs** - asking open-ended questions, actively listening, and then responding to their unique needs.

- **Be an expert at overcoming objections** - your sales Battlecards should address common objections and give simple ways to overcome each one.
- **Be clear about your value proposition** - always highlighting the unique benefits and how it solves your prospect's problems. When your team finds something that works, make sure everyone is using it. Make sure this is on your Battlecards.
- **Differentiate** - understanding your competitors' strengths and weaknesses and how to subtly position your company as the better choice is key. Battlecards should highlight this information, too.



How many deals are you losing to a particular competitor?

Knowing this can help you refine messaging and even inform product road maps.

5. Quota Attainment/Overall Sales Revenue

Quota attainment measures the sales team's ability to meet their sales goals and objectives. It is typically expressed as a percentage of the total quota achieved.

Measuring quota attainment helps organizations understand how well their sales team is performing and identify areas for improvement. It can also track individual sales rep performance and adjust their sales goals and objectives. This basic but crucial number is best accessed in your CRM.

How to increase overall sales revenue

- **Addressing all the other KPIs** in this post will contribute to quotas reached (or exceeded!) and increased sales revenue.
- **Individualized attention** to each sales representative can go a long way to increasing revenue. Find out who is struggling, where, and step in early to help them succeed.

6. Marketing Collateral Performance

Marketing collateral performance refers to the impact of marketing materials, such as guides, articles, scripts, infographics, and white papers, on new contacts, MQLs (Marketing Qualified Leads), and SQLs (Sales Qualified Leads).

Measuring the performance of marketing collateral helps organizations understand which materials are most effective in attracting new prospects and driving sales. Depending on what is available to you, you might be able to track this using UTM parameters and Google Analytics or with something like Tableau.

How to improve the performance of marketing collateral

- **Good communication** - work with the marketing team to let them know what you need, what prospects are asking, which leads are the most qualified, etc.
- **Improve your CTAs** - calls to action that motivate are key to generating contacts and leads with marketing materials.
- **Review your email nurturing sequences** - if you are sending email sequences to people downloading marketing content, are they set up in such a way to educate and help as well as encouraging a demo or sales call?

7. Employee Net Promoter Score (eNPS)

The employee net promoter score can be used to measure the sales team's overall satisfaction with their work and the company.

It provides insight into the team's morale and motivation and helps organizations understand what changes they can make to improve the work environment. This metric can track the impact of changes made to the sales enablement program. You can use a survey provider like Lattice or set up your own Google form.

How to improve your eNPS

- **Good communication** - ask your sales reps what they need to better do their jobs and do your best to provide it.
- **Collaborate** - goal setting and quotas should be a team effort. When employees help set the goals, they have buy-in and added incentive to reach them.
- **Improve overall working conditions** - do your reps value flexibility, the ability to work from home, more focus time? Find out and do what you can to accommodate their preferences.

8. Onboarding Time

Onboarding time refers to the time it takes for a new sales rep to become fully productive.

Measuring onboarding time is important for understanding the efficiency of the onboarding process and identifying areas for improvement. By reducing the time it takes to onboard new reps, companies help them start selling sooner. This number is a little harder to measure and track with software, but make sure you are tracking when a rep started, when they made their first sale, and when their sales numbers indicate they are fully trained.

How to improve your onboarding time

- **Have a process** - as basic as it sounds. What should they know and what progress should a rep have made at a week in, a month, a quarter? Set expectations and then arrange the training and support that will get them there on time.
- **Focus on the most critical skills** - this could be tailored to each person's needs and could include prospecting, objection handling, and closing techniques.
- **Consider an onboarding buddy or mentor** - having a peer you can approach without fear that they're "bothering" someone can shorten onboarding time and help new team members gain confidence quickly. Give these "buddies" an incentive to provide support, since it will require a commitment to spending time they'd otherwise spend on selling.
- **Use technology** - online learning can speed up the process, but you can also allow new salespeople to observe successful reps by watching and listening to sales calls.

9. Sales Process Adherence

Sales process adherence is a measure of the consistency of the sales process. It helps organizations understand how well their sales team is following the established sales process and identify areas for improvement.

By tracking sales process adherence, companies can ensure that their sales team follows best practices and maximizes their chances of closing deals.

How to increase sales process adherence

- **Communicate your expectations** - clearly define your processes and explain why they're in place. Focus on the ways they will help your team succeed.
- **Provide training and support** - every sales representative should have the skills to follow your processes. If you notice someone isn't complying, assume that they want to and just need more support.
- **Lead by example** - no one is above the process. When your sales leaders and most-successful reps model the processes and demonstrate their effectiveness, others will follow suit.
- **Reward cooperation** - celebrate the success of salespeople who follow processes, highlighting how those contributed. Make sure the recognition and incentives are meaningful. You may even make adherence a factor in awarding promotions.
- **Be flexible and collaborate** - your first process is just a starting point. Ideally you've worked with your team to set up the process together, but make sure you're open to suggestions for improvement along the way. After all, the people using the processes will be the first to spot where adjustments are needed.

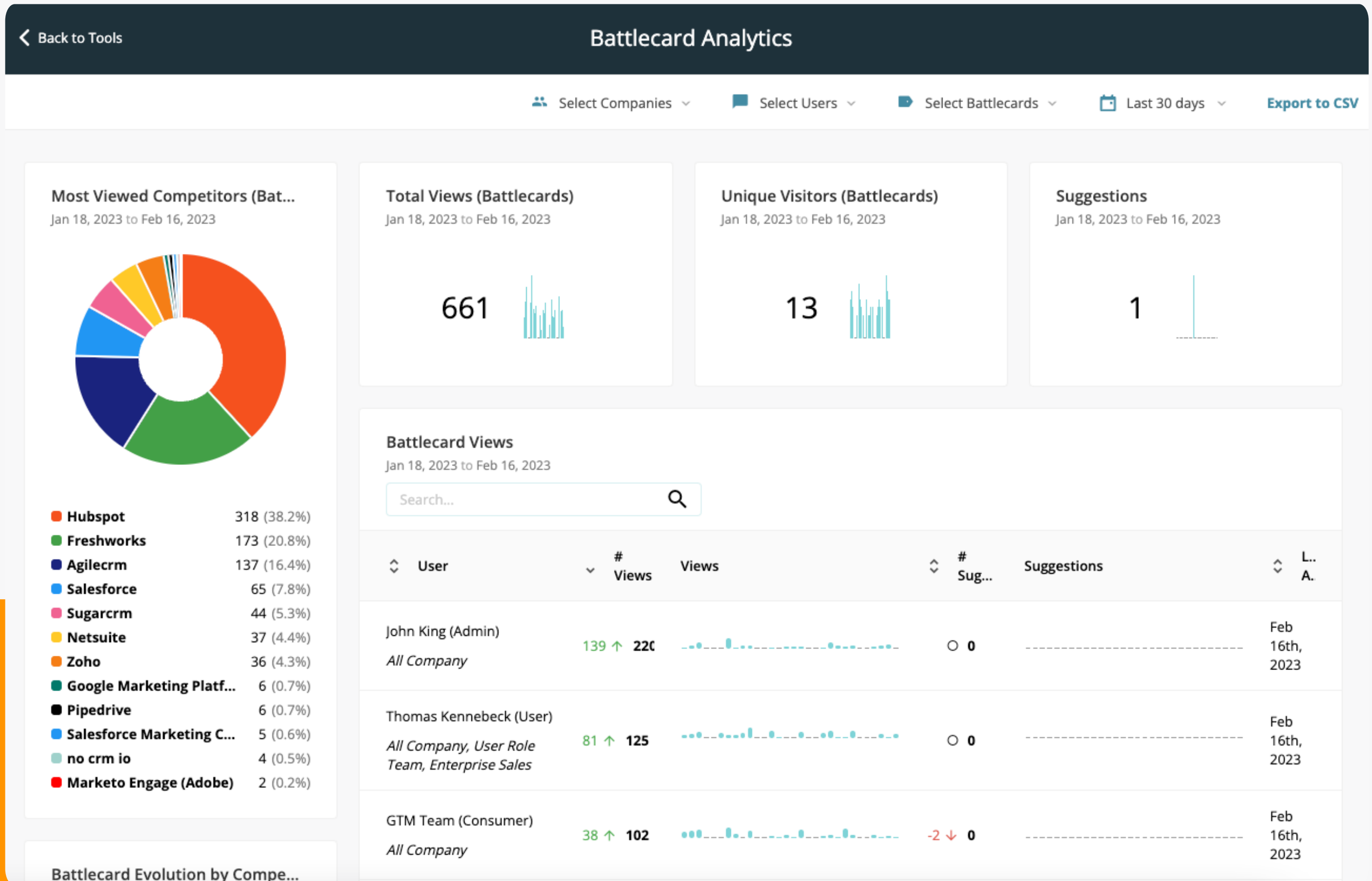
10. Messaging Adoption

Key to consistent results is consistent messaging. When your sales team knows how to talk about your products, competitors, and why you are the best choice, you'll see your win rates improve.

Tracking messaging adoption shows you how well your sales enablement has been internalized by your team. Generally you'll need to review sales calls or use automation within your sales call system to find out how well sales reps are adhering to messaging standards.

Focusing on these key metrics gives you a comprehensive view of your sales enablement program's performance so you can make informed decisions to improve continuously.

Start with the KPIs that align most closely with your current goals, gradually increasing the scope of measurement until you have a good idea of where your team stands across all KPIs.



Kompyte Battlecard analytics show how often and by whom your Battlecards are accessed and updated.

How to increase sales process adherence

- **Communicate your expectations** - much like following processes, using the "official" messaging is key to achieving consistent results. It's crucial that the entire team talks about your product in a consistent way.
- **Surround the team with the messaging** - everywhere they look inside and outside the sales team - on the website, in emails, in presentations and meetings, they should see the same messaging. This means making sure all departments are on the same page.
- **Highlight the benefits** - you chose this messaging because it helps close more deals. Make sure to highlight how well it is working.

Get a demo

How to Ensure Improvement in Your Sales Enablement Program

When you know how your sales enablement program is working, you can make informed decisions to improve and evolve your approach. It's important to remain agile and continuously adjust your strategy based on employee and customer needs, your own goals, market trends, and technological advances.

Assign an "Owner" of Sales Enablement

Assign a dedicated team or individual in charge of the sales enablement program who will monitor and adjust the program and be responsible for its success.

Regularly Reevaluate

Evaluating the program regularly allows you to identify areas for improvement and make changes as needed. Set this up as an event on your calendar.

Follow Through to Make Improvements

A good sales enablement program is never static but rather constantly evolving. Encourage your team to constantly innovate and think of new ways to improve the program. As a bonus, getting your sales team involved will encourage them to take advantage of the work you're doing to enable them.

But make sure that this effort is more than a vague ideal - your regular evaluations need to lead to action items that your sales enablement owner pushes forward.

Takeaways

To ensure the success of your sales enablement program, it's crucial to measure its impact and make data-driven decisions. Key metrics to focus on include:

- Sales cycle length
- Deal size
- Productivity
- Win/loss rate
- Quota attainment
- Marketing collateral performance
- Employee net promoter score
- Onboarding time
- Sales process and adherence
- Messaging adoption

Wrap Up

Sales enablement helps companies close more deals and increase revenue by empowering sales teams with everything they need to effectively engage with customers.

It encompasses a wide range of activities, including training, coaching, content creation, competitive intelligence, and technology implementation. By providing sales reps with the right resources at the right time, they're more efficient and effective in their roles, resulting in improved sales productivity, increased revenue, and better customer engagement.

Implementing a sales enablement program isn't easy, but when done well, it can transform any organization's sales team, driving growth and improving win rates.