8 SALES ENABLEMENT SUCCESS TIPS

Sales enablement is about giving your salespeople the right strategy, content, technology, and training so they can sell smarter and sell faster. If you want your salespeople to spend more time identifying the best opportunities and closing new business, follow these sales enablement success tips.

1 KEEP IT SIMPLE

Start with a simple foundation that is not overly complex. Launch it and THEN figure out customization based on real usage and feedback. You will have many improvements and iterations along the way.

2 INVOLVE KEY PEOPLE IN THE PROCESS

Ask managers, sellers, marketing leaders, client service folks, and others on the team their opinions as you're figuring out what is needed and how to customize.

3 UTILIZE (AND REALLY RELY ON) AUTOMATION

The more you can automate, without sacrificing needed personalization or quality, the better.

4 BE CRYSTAL CLEAR (IN WRITING)

Share what your usage guidelines, expectations, and requirements are and then be sure to enforce them.

5 CREATE A TIERED TRAINING PLAN

Start with sales leaders and then sellers (and determine if you have subgroups within the sales group based on things like tech-savviness).

6 CREATE A SYSTEM FOR FEEDBACK

This is crucial in the early stages but should also be ongoing. What's working? What's not? What could be better? What do you wish it did?

7 KEEP IT TOP OF MIND

Create ways to use these tools and resources in internal sales coaching conversations or sales meetings. If leadership is using and referring to it, they will know they need to use it too.

8 DON'T FEEL LIKE YOU HAVE TO GO IT ALONE

Whether it's expertise or time that might get in the way of creating and implementing a sales enablement initiative, knowing when to hire someone to support your needs to ensure the job gets done right is an important piece not to overlook.