

Build a Winning Sales Enablement Plan

Quarter after quarter, priorities change, new products are launched, and goals are adjusted. One thing never changes: B2B organizations always need to sell, and sell more, quarter over quarter and year over year. Smart organizations are using sales enablement to ensure revenue targets are hit, sales reps are able to provide more value to prospects, and all reps perform like top reps. Use this checklist as a worksheet to assess where you are with your sales enablement plan and any changes you can make to help boost revenue from sales.

Worksheet and Checklist for Your Plan

ANALYSIS: WHAT DRIVES YOUR SALES?

Assess the last quarter:

1. Total # of Sales: _____
2. % of Quota attainment: _____
3. Time to close deals: _____
4. a. What products/solutions sold the most?

b. What products/solutions sold the least?
5. What was the company's focus that quarter?

6. Do 4a and 5a match? _____
7. Number of sellers per managers? _____
8. Cost to onboard a new seller? _____

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ASSESS MARKET-GENERATED LEADS

1. How many marketing-qualified leads did Sales work on? _____
2. What are some of the reasons they did not work them? _____
3. How were MQLs scored? (eg. title, company, actions taken) _____

Recommendations: Do you already have marketing automation in place? If not, focus on a tool to evaluate and score leads.

SALES MESSAGING

What were your successful sales reps messaging to their prospects? Complete this section for all personas and buyer's journeys.

1. Was there a value proposition that strongly resonated?

2. What value message did they avoid?

SALES ENABLEMENT'S IMPACT ON ACTIVITIES

1. % of reps achieving quota? _____
2. Time from onboarding to a seller being fully ramped: _____
3. Time for rep to achieve quota in a given quarter on average: _____

BEST PRACTICES: WHAT CAN BE IMPROVED?

Where do you want to put your time, energy, and budget?

- Is there an internal sales playbook?
- Can Sales easily find, and use, the sales enablement tools?
- Does your sales enablement tool surface in the place where your sales team works? (CRM, Marketing Automation, Outlook, etc...)

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Did any of the messaging resonate more with different personas?

Recommendations: Do you already have marketing automation in place? If not, focus on a tool to evaluate and score lead

INTERNAL DECISION GUIDANCE

How did your top performers influence internal decision makers? Look at the top deals of the last quarter:

1. Was there a cadence or flags sales reps relied on to know when to intervene?
2. In what ways did sellers use a champion to move the process forward with the internal decision makers?
3. How many people on average were involved in the decision to buy?

ASSESS HOW SALES TEAMS NAVIGATE THE FINAL STEPS OF THE PROCESS

1. Who did they bring in from the team to streamline the process?

2. Which tools keep the process simple and managed?

3. What tools were used that made signing the contract easier?

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DEFINE YOUR SALES ENABLEMENT GOALS

- 1. Training hours per full-time employee (FTE)? _____
- 2. Training investment per FTE? _____
- 3. % of sales reps using tools? _____
- 4. IT Spend per FTE? _____
- 5. Percent of time spent coaching? _____
- 6. Frequency of coachings per week/month? _____