



Sales Enablement

A recent CSO Insights study into sales performance optimisation reveals that salespeople spend the majority of their day performing administrative and account management duties and only 37% of their time actually selling. The study shows that the most effective way bar none to improve sales performance is to free-up time spent on non-sales activities and focus instead on engaging with prospects. Well that's pretty obvious but how? This is the question that sales enablement and technology solves.



Knowledge is Power

Gartner defines sales enablement as “the activities, systems, processes and information that support and promote knowledge-based sales interactions with client and prospects”. Because knowledge is power, sales enablement is enabling those sales organisations that embrace it to make quantitative gains which are being rewarded with increased revenue levels.

Not Spending enough time Selling

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Sales enablement tools are automating and simplifying the sales process and so empowering sales professionals right the right tools and sales message at the right time. This increases sales effectiveness and driving new sales revenues. For example, by making it as easy as possible to find and access sales documentation and content, sales people are much more likely to use it. Sales people must add value to their conversations with buying influences, engaging decision makers and buyers early in the sales process with content that is directly relevant to the needs of prospects.





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Whilst the corporate Marketing function has wrestled since the inception of marketing with how best to help Sales engage with insight-driven collateral, the recent emergence of sales enablement technologies are cementing best practices. Sales enablement is help sales organisations better understand customers, provide insights into buyer needs and behaviours, and, crucially, improves sales effectiveness. Sales Enablement includes Sales Automation, CRM, Sales Playbooks and Funnel Management tools.

What is the impact of Sales Enablement? A highly collaborative environment in which Marketing and Sales mutually share insights with aligned business goals, resulting in increased productivity, efficiency, and revenue.

Sales Automation

What is it? Sales automation is the use of software to fully or semi-automate key tasks before during and after a sale. A few years ago sales automation meant whatever you could push your CRM (Customer Relationship Management) system to do. But in the same way that Marketing has been transformed in recent years by the likes of Eloqua, Mail Chimp, Campaign Monitor, Pardot etc., Sales is now being revolutionised by a new generation of software applications optimised for us, sales people.

With Sales automation you are able to more quickly perform routine sales tasks like:

- Serving up the right sales tools at the right point in the sales cycle (such as the right proposal template with data fields like cus-

- tomer name all pre-populated)
- Analytics-driven account and opportunity qualification
- Customer and contact management
- Monitoring the effectiveness of customer interactions
- Contact management
- Sales Order processing and tracking
- Team-wide knowledge sharing
- Sales forecast analysis

Quantum can steer you through the vast choice of emerging technologies to help you deploy sales automation that has a direct and noticeable impact on your top line.

CRM

Loved or hated, the truth is most organisations could not function without CRM – especially managers and directors who are responsible to forecasting to the upper echelons of their business. Accurate forecasting is certainly a key function of a good CRM system but we should be serving only the top people in our business. CRM should be serving our sales people and the clients that we are working with.

Quantum will undertake a health check of your current implementation, probing to understand how useful the system is. Our recommendations are impartial, but we are guided by the conviction that CRM must serve all of its stakeholders, not just the Board. Where CRM can be improved we clearly highlight those areas, supported with a Return on Investment case as required. Because we are independent our recommendations can be trusted as entirely objective. And we will also bring to your attention sales automation and

efficiency tools that can be brought into (or run alongside) CRM to boast efficiency and sales performance.

Sales Playbook

Sales Playbooks have been around for ages ... in the form of one-page summaries of the key steps in a sales process. But Sales Playbooks have changes. They are now dynamic, online and available wherever you are via whatever device you prefer to use.

Today's dynamic, situationally aware Sales Playbooks are helping sales people focus on exactly what they should be doing to progress a deal through each of the sales stages quickly and successfully.

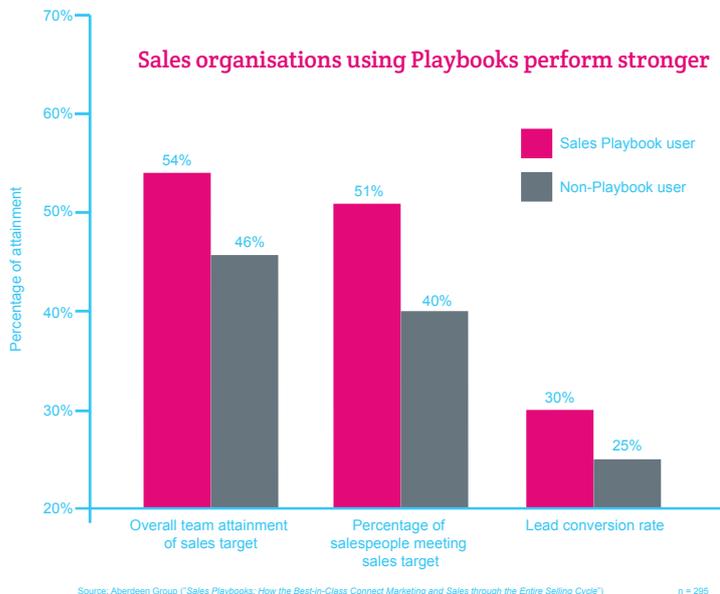
Research by the Aberdeen Group' shows that organisations that have deployed a Sales Playbook sell 8% more against target than organisations that have not yet deployed a Sales Playbook.

A Sales Playbook builds upon your established sales process to embed best practice into every-day selling, thus increasing the success of your salespeople.

A Sales Playbook is a sales tool which takes existing best practice in Sales and turns it into a step-by-step guide for each deal for all. Everyone in the Sales team has the benefit of access to the tool and a well-designed Playbook is referenced and used every day by the majority of sales professionals.

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Benefits include:

- Superior guidance and coaching for salespeople
- Salespeople provided with the right information at the right time – information that is directly relevant to their unique selling situation.
- Meets the need for improved speed and efficiency in Sales
- Drives improved consistency within the team, holding excellence as a realistic target for every sale
- Harnesses the value of team working
- Improves sales forecasting accuracy
- Delivers more sales and bigger sales – faster

Funnel Management

Sales Process Funnel provides sales managers a simple, forecasting accurate tool. Benefit from a highly visual window into exactly what is happening with the sales funnel of individual team members giving you detailed insights into just which opportunities should be perused or further explored, and which should be dropped. These insights drive an increase in overall funnel accuracy. And because Sales Process Funnel is imbedded into your organisation's CRM system data is real time, all available to you from a single, reliable source. A great example of today's fusion of sales automation and CRM.

Summary of benefits:

- Assists sales managers to becoming more effective and accurate during funnel reviews
- Highly levels of funnel by sales management goes hand-in-hand with an increase in the accuracy of data supplied by sales people – visibility drives responsibility
- Allows salespeople to perform more successfully in their jobs by focusing them on those selling activities that bring the most business value to your organisation
- Ensures the application of data analysis (analytics) to CRM in the most meaningful way

An Example

TinderBox is a great example of how the introduction of sales enablement technology is helping to keep prospects on the sales journey all the way to closure ...



Our value proposition is unique in the marketplace. But once our prospects understand our unique value add we are well on our way to making the sale. But the hard bit is keeping the prospect with us long enough for them to see that our offer really is unique. This is where TinderBox comes in. From the very first telephone contact through to signed contract, TinderBox helps our sales team speedily follow up all our sales engagement with relevant, customer-specific, cloud-based beautiful content. TinderBox is helping us keep our prospects with us all the way to deal closure.

Sales and Marketing Director, de Poel





Sales Enablement delivers a highly collaborative environment in which Marketing and Sales mutually share insights with aligned business goals, resulting in increased productivity, efficiency, and revenue. Sales Enablement helps keeps your prospects with you all the way through to deal closure.

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