

'Sales Enablement In A Salesforce World'

Improved Apps
Article

Helping customers get the most out of their Salesforce investment



Introduction

'Sales Enablement' is a relatively new addition to the disciplines a successful business needs to master. Whilst there may be general agreement that sales enablement is not just a 'good thing' but a 'must have', mastery is made rather difficult, when the definition and understanding of exactly what it is, lacks both consistency and general agreement.

Way back in 2010, Forrester published a twenty-eight-page report aiming to provide background to a definition: Fortunately, we don't have to read all of that as they also gave us a useful one-sentence summary....

“Sales enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return of investment of the selling system.”

That seems entirely reasonable: It is all about providing sales with the wherewithal to sell more and more often. Companies spend considerable amounts of money devising go-to-market strategies, analysing the competition and how to beat them, backing that up with marketing materials that hit the key messages needed to best position their offerings, and supported by tools that allow the whole process to be monitored.

Whilst 'Sales Enablement' is a strategic process that is given to a number of people with that title to define and enact, as a business function it requires the output from several other teams to create anything that can be delivered:

Product/Portfolio Management

- Create solutions collateral
- Produce demonstration environments
- Develop business case/ROI instruments
- Define RFP/bid management process and documents

Marketing

- Produce Battlecards
- Drive demand generation
- Review and address market/vertical requirements
- Deliver corporate messaging and presentations/pitches
- Write guides and playbooks
- Build knowledge portals

Human Resources/Training

- ⦿ On-boarding
- ⦿ Proposition/tools training
- ⦿ Skills and professional development

Sales

- ⦿ Coaching – manager and top-selling peer knowledge
- ⦿ Sales methodology
- ⦿ Sales process
- ⦿ Customer referral programs
- ⦿ Account, opportunity and forecasting management

It is only when the breakdown of what is required to actually enable sales is laid out, that it becomes apparent just what a significant exercise it is, and as a consequence why so many companies do it so badly. It is also easy to come away with the completely incorrect view that sales enablement is simply about content.

We actually need to dig a further level below our definition around the “valuable conversations” sales need to be having with their prospect. What sales people actually need to do is:

- ⦿ Understand the customer’s marketplace and business issues
- ⦿ Help the buyer envision solving their problems using his or her products and services
- ⦿ Demonstrate your (and their) competitive advantage
- ⦿ Retain customers and drive up-sell and cross-sell
- ⦿ Provide the buyer with support to create an internal case
- ⦿ Overcome objections
- ⦿ Respond to the tough questions immediately and with credibility
- ⦿ Reduce on-boarding time (i.e. how long it takes to be able to do everything above competently) to three months from seven

In short, this is about providing sales people with the ammunition to fire at a given target. Content is certainly a part of the answer but only if that content is relevant and readily accessible. Sales people cannot know everything, but if they know where to get what they need and the access is immediate they can appear omniscient!

- ⦿ The right knowledge
- ⦿ Specific to the current sales context
- ⦿ At the right time
- ⦿ In the right place

At this point the focus needs to switch away from the 'what' to the 'how'. We know (with a bit of work!) what we need to enable sales, now it is a matter of delivering what is required to the front-line representatives where and when they require it.

This is where Improved Apps comes in to play. We make it possible for our customers to take all of the disparate sources of information, training, guidance and compliance and put them at the fingertips of the sales person: One click from within Salesforce can provide them with any or all of those areas of knowledge exactly when required in a way that reflects the context they are operating in – be that competition, vertical, product, step of sale, regulatory market or customer. It can be a quick snippet of information (a silver bullet), a longer piece of text, a video, a pdf or a guide – Information at the Point Of Need (IPON) for every situation. Sales people don't have to remember everything – just how to click on a question mark!

The impact of this is across the board – for new starters and old-timers – the only thing that is certain is change and that is why it is imperative that the latest information and guidance is always available. How else can we cope with the constantly shifting landscape of:

- Regulations/compliance
- Internal processes
- Products, their features and how to present them
- How the competition goes to market
- The tools being used (e.g. Salesforce)
- Customers and the markets in which they operate

We think that what we do here in Improved Apps has created a new paradigm in the world of sales and apps, which is why we have created a new application genus: Enterprise Success Planning; encompassing, Change Management, Training, Help, Communication, Early Warning Systems and ultimately Success for our customers. Better still for the Sales Enablement team, we provide the capability for them to measure the efficacy of what they are doing with sentiment feedback from users and advanced analytics to allow continuous improvement, and re-focus efforts to where they are most needed.

All of these elements together deliver significant cost savings and revenue growth to the enterprise; - [contact us](#), put it to the test and start enabling your sales teams to deliver more value.



Sharing knowledge for shared success

“Improved Apps – Improved Help and Improved Noticeboard – will be a game changer”

Alicia Walters, Kerry Inc. - CRM Global Data Lead

“We were able to roll out the first version of this to our global users after a couple of days”

Ulrika Grahn, Qlik - Senior Global Operations Training Manager

“I’m now confident that our Salesforce users get the help that they need”

Sam Copley, Alere Toxicology – Online Development Manager



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