



5 CRUCIAL COMPONENTS OF A WINNING SALES ENABLEMENT STRATEGY



Introduction

What does it take to truly close a sale? Is it wit, skill, charm, luck? All of the above? Certainly those are all characteristics of strong salespeople and teams, but that doesn't mean they should live or die by these attributes. Sales enablement is being increasingly utilized by companies to provide their sales teams with the information, content, and resources they need to sell more effectively.

A crucial component of effective sales enablement is closer alignment with marketing. In fact, 73% of sales teams say cross-functional collaboration is imperative to the sales process. When sales and marketing teams are more closely aligned and enacting strong sales enablement, leads are 67% more likely to become customers. This reinforces the fact that sales and marketing teams must come together to develop a robust, comprehensive sales enablement strategy that empowers sales teams to do their job more successfully.



To help drive success between marketing, sales, and the business as a whole, companies must implement the following components of a winning sales enablement strategy:

<u>1. Sales and marketing collaboration</u>	3
<u>2. Content customization and personalization</u>	5
<u>3. CRM integration</u>	7
<u>4. Social selling</u>	9
<u>5. Intelligent performance metrics</u>	11

Understanding and mastering each of these five crucial components—and unifying them within a singular marketing portal—can equip any brand with the tools and knowledge needed to achieve undeniable sales enablement success.

1 Sales & Marketing Collaboration

Too often, sales teams and marketing teams sit in silos. They don't understand the needs and pain points of the other, which creates friction around what really drives revenue for the company. However, sales and marketing can accomplish so much when they work together. Bridging the gap between these two teams can ultimately give more power and agency to salespeople with regard to the materials they need to close a sale.



Collaborating on buyer personas is one way that sales and marketing teams can bridge this gap. For example, sales reps usually have greater visibility into customer pain points since they interact with clients daily. They receive insight on what customers want, their shopping behaviors, purchasing patterns, and feedback on issues they are facing. On the other hand, marketers do considerable research around buyer personas that allows them to look at the bigger picture. This includes external factors that influence people to buy, such as socioeconomic status, family influence, or culture. Instead of each department trying to outmatch the other when it comes to buyer personas, the better approach is to compare notes and create a more precise picture of their buyer.

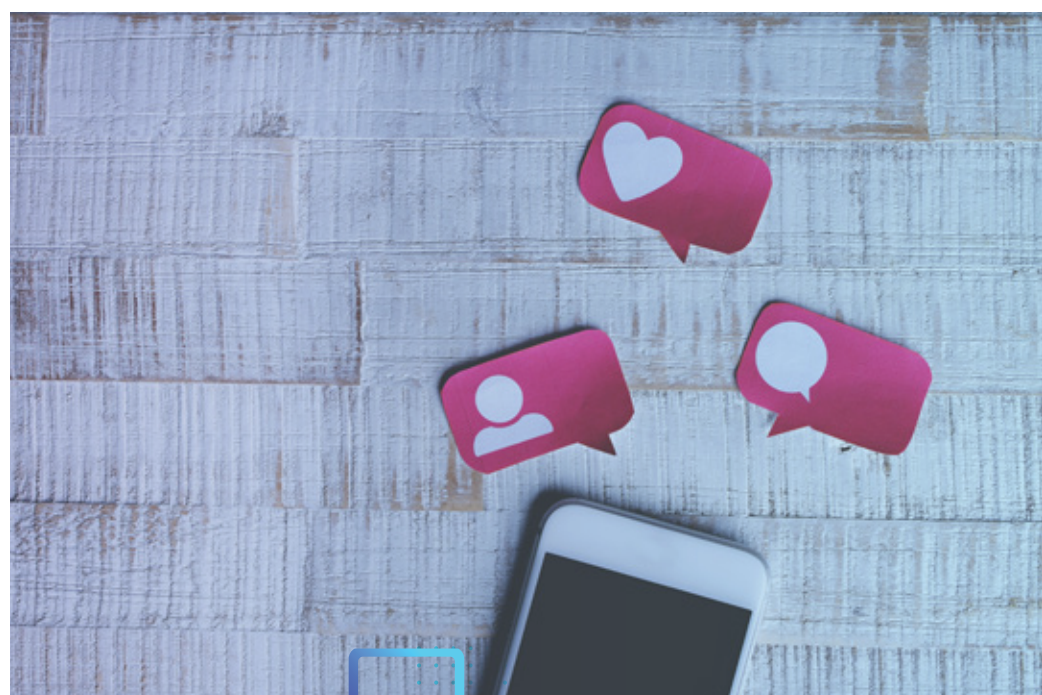
Sales teams can also provide marketers with insights on ideal timing for their messaging. If marketing can launch their campaigns when their target audience is actually looking for this information, it makes the sales team's job that much easier. Likewise, sharing the marketing strategy schedule with sales lets them know the best time to follow up with prospective clients to ensure the conversation around this messaging continues.

Marketing can play an effective role in working with sales to produce the content needed to close a sale. Sales reps rarely have time to develop content on their own, and if they do, they might use outdated assets or unapproved templates and forget to comply with brand guidelines. This can lead to an unfortunate loss of brand equity, which can alienate or confuse existing and prospective customers. But when sales and marketing collaborate on content development, they can decide on themes, messaging, and campaigns based on learnings from sales teams actively working with prospects. As a result, sales reps will have the content they need to close more deals, and marketing will have a better picture of how to craft their content going forward.

When sales teams have 24/7 on-demand access to approved marketing collateral, they can quickly modify assets with the necessary information without jumping through hoops. A winning sales enablement process should also incorporate [marketing asset management](#) software so that sales teams can easily find and customize approved marketing materials on the fly. This is critical for accelerating the sales

cycle, allowing sales reps to pursue new selling opportunities, and furthering the sales team's (and overall company's) success.

Developing more intuitive buyer personas by conducting customer interviews and pooling market research starts the collaborative process between marketing and sales. To keep this momentum going, businesses should conduct a sales analysis at the end of the sales cycle to discover further opportunity for collaboration. It can be challenging to assess what role each team played in the sale but by conducting an analysis, everyone can see how they contributed to the process and generated ROI.



2

Content Customization & Personalization

Not all buyers are the same, so sales and marketing reps should never treat them as such. Some buyers prefer to shop online, others in-store, and some like to chat with a salesperson face-to-face. Additionally, prospective clients consume content in a multitude of ways. While one person might hear an ad for a product while listening to their favorite podcast on the way to work, another might see a carousel ad while scrolling through their social media feed.

Although businesses must ensure that their brand messaging is consistent, they should also tailor their delivery to fit each of their prospective buyers. That's where content customization and personalization comes in. Content personalization is the act of adapting different types of content to individual consumers based on their personal data available. This information includes location, search queries, ads they clicked on, website visits, and purchase history.

Content personalization is becoming a widely adopted marketing strategy. In fact, 92% of

marketers reported using personalization in some way, whether through email, on their website, mobile app, and more. For example, a marketer could use a customer database to look at what city a specific prospect lives in, which device they use, and the source of the reference URL. A user in New York City on a Mac device who saw a Google ad could be shown different, more targeted content that speaks to their specifics than a person in Spain using a PC who saw an ad on Facebook.





The Data Garnered From This Marketing Tactic Can Be Compared Against A Set Of Variables Marketing Has Put Into Place, Including But Not Limited To:



Gender



Age



Location
(city, country, region)



Device (smartphone, tablet, iOS, Android, Windows, Mac, Linux, etc.)



Visitor frequency



Date and time of day, proximity to payday



Reference URL



Purchase history
(whether they've purchased before, what it was, how much it cost, etc.)



Session behavior
(navigation clicks, page views, etc.)

This comparison process allows marketers to match prospective buyers with a customized version of the brand's message that most pertains to their lifestyle. Content personalization not only helps enhance the customer's experience by providing them with the right content at the right time, but it also increases the chance of sales to successfully target individual prospects. These customized templates can be stored in a centralized portal so that sales teams are equipped with the assets they need, when they need them. Because the templates stored in the centralized portal are pre-approved, sales can feel confident that they are upholding and preserving brand compliance when creating and personalizing net new assets.

However, brands must think about the user experience as a whole. If sales and marketing teams use personalization on their website home page, the prospect is likely to expect a personalized experience at every other touchpoint before they complete a sale. By tailoring content throughout the buyer's journey, brands will likely start to see more conversions.

3 CRM Integration

To further enhance the success of any sales enablement strategy, integrate a customer relationship management (CRM) tool in a way that genuinely helps sales reps. Beyond providing visibility to management, a robust, integrated CRM can reduce sales admin time, measure sales effectiveness in the field, and create a more efficient sales process.



Initially, CRM was designed to help management keep track of new revenue and pipeline generation across the sales team. Coincidentally, many sales reps feel they are constantly being hounded by leadership for not keeping accurate data in the CRM tool. However, this process takes time, and many sales reps simply don't have the bandwidth to manually enter their

notes in real-time. As a result, they're reduced to inputting data in bulk at the end of each day or even week. To help combat this problem and reduce sales admin time, a CRM system should be integrated into a mobile sales enablement tool that allows data to be pulled throughout the sales process.

It's important for brands to understand the cause and effect of their sales success. For instance, what is moving some deals forward, and what is preventing others from progressing? The answer lies in tying ROI back to content used throughout the sales process. When CRM is integrated with a brand's sales enablement platform, capturing meeting materials becomes much easier. Sales teams can send, track, and log interactions directly from their CRM with seamless integration and advanced automation features. Marketing can then observe and understand what content drives revenue so they can focus on creating more collateral that proves valuable to sales. By measuring sales effectiveness in the field, brands can create a feedback loop that results in content that will bolster the performance of sales teams.

CRM saves time when it comes to sales admin and logging meeting notes, but it can also help create a more efficient sales process by consolidating sales tools. If a sales rep is asked to prepare, present, and follow up on client meetings in three different tools, this is creating more work than necessary. Ultimately, this extra

work extends the sales process timeline. If any of these processes creates a bottleneck, the prospect could move on to a competing brand. Consolidating sales tools through CRM allows sales reps to input meeting data seamlessly, which marketing can then analyze to assess which assets are driving leads. Additionally, marketers can suggest content to sellers based on what is working. These assets can ladder back to each unique sales interaction based on the industry, buyer persona, or stage of the buyer's journey.

Reducing sales admin time, measuring sales effectiveness, and increasing overall process efficiency with CRM integration gives sales and marketing the opportunity to give more attention to prospects and nurture them through the buyer's journey. Sales enablement tools provide one single place for reps to prepare, present, and follow up with their prospective clients and marketers. This allows them to analyze the effectiveness of the assets they're creating, and both teams will experience a lighter workload and greater process efficiency as a result.



4

Social Selling

Some brands might write off the importance of social media when it comes to selling their product or service. But gone are the days when social selling – a technique that allows sellers to create an ongoing conversation with prospects and customers on social media – was just considered a nice-to-have. Today, social media can make a massive impact by not only engaging with prospective clients during the buyer’s journey, but also building brand credibility and trust.

Social media has changed the way that consumers interact with brands and vice versa. In fact, 93% of B2B marketers ranked social media as their top content marketing tactic within the past four years. But how can brands really assess the value of a ‘Like’? Social ROI isn’t as cut-and-dry as many people might think. For example, one might assume that a user clicks on a link in a brand’s tweet and then immediately makes a purchase. However, the reality is there’s much more that goes into social ROI:

- 1. A brand starts by building familiarity with a user through sharing multiple valuable social media posts.**
- 2. Over time, the brand builds trust with the user.**
- 3. Eventually, they make a purchase.**
- 4. Next, they might share the brand’s social media post with a friend, and that friend decides to make a purchase.**
- 5. The user shares the brand’s post on their own feed, which gets picked up and reshared by an authority figure.**
- 6. The brand has now gained exposure from a new audience.**

Social selling complements marketing nurture efforts to create long-term, high-value bonds with customers. And while this is unlike many traditional sales tactics, there is definitely value in building online relationships with clients—after all, 78% of social sellers outsell their peers who don't use social media.

A brand's sales enablement strategy should make it easy for a salesperson to customize a message and post it to their own channels to cultivate online relationships. Conversely, corporate marketing can step in and post on their behalf as well. Enlisting the help of a sales enablement platform will give reps the ability to efficiently post brand compliant social messages across various channels for more direct, personable marketing. By empowering sales to use social media as part of their selling strategy, a brand can reap the benefits of building lasting online relationships with their clientele.



5

Intelligent Performance Metrics

It's no secret that marketing has become a data-driven practice. A brand's content is only as good as its performance, and sales relies on this content to generate conversions. That's why companies must ensure that they are using intelligent performance metrics in their sales enablement strategy.

When integrating performance metrics into a sales enablement strategy, brands will first need to clearly define their goals. Do they want to generate more leads? Do they want to shorten the time it takes for a lead to convert into a sale? Clearly defining these goals will act as a guide for what the brand should measure. Some examples of metrics that sales enablement can directly or indirectly affect are:

- Time to first deal (indirect)
- Time to quota (indirect)
- Time to revenue and pipeline milestones (indirect)
- Time reps spend selling (direct)
- Time managers spend coaching (direct)
- Training content consumption (direct)
- Voluntary turnover rate (direct)
- Time to productivity (direct)
- Time needed to find content (direct)

Once a brand decides what they want to measure, they should establish a dashboard that allows sales teams to see what marketing materials are performing best and for which specific reps. For example, a business can create a custom report that tracks trends across different assets to understand who uses which materials, how they are being used, and where low-performing assets can be improved or discarded from a campaign. Brands can then use this data to duplicate the success for other reps and streamline marketing campaign development.

Launch Your Sales Enablement Strategy With A Superior Solution

When it comes to building a successful sales enablement strategy, these five critical factors bear repeating:

1. Sales and marketing collaboration
2. Content customization and personalization
3. CRM integration
4. Social selling
5. Intelligent performance metrics

To facilitate sales enablement that takes all of these into account, businesses should use a singular marketing portal that provides a one-stop-shop for success.

MarcomCentral's sales enablement software provides a best-in-class solution for empowering sales to close more deals, including features like:

- On-demand access to approved marketing content, allowing sales reps to quickly customize assets by updating line items, contact information, and pricing to accelerate the sales cycle.
- The ability for reps to post brand compliant social messages directly to Twitter, LinkedIn, and Facebook. Corporate marketing teams can also post on behalf of a user who opts-in or allow the user to customize the message and post on their own.
- Custom report creation for tracking trends through MarcomCentral's business intelligence feature, allowing marketing and sales to analyze assets and eliminate low performers.
- The ability to send, track, and log activity in Salesforce, helping to increase overall process efficiency.

Are you ready to take your sales enablement strategy to new heights?
Reach out to one of our sales reps or **request a demo** to see how your company can start closing more deals today.