

# Sales Enablement

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*“The processes, content and technology that empower sales teams to sell efficiently at a higher velocity.”*



## Why do we need Sales Enablement?

- 31% of reps' time is spent searching for or creating content to send to prospects
- 20% on reporting, administrative, and CRM-related tasks
- Only one-third of their day is actually spent selling

*\*HubSpot research, 2017*



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# Sales & Marketing *ALIGNMENT*





**Companies with strong sales and marketing alignment achieve**

**20%** annual growth rate





Compared to a

4%

decline  
in annual  
revenue



for companies with **poor alignment**



## GOAL SETTING

What do we  
want?



## SERVICE LEVEL AGREEMENTS

How much do we  
want?



## LEAD QUALITY AND HANDOFF

How good does it need  
to be?





# Defining Shared Goals

- Start with your shared goal: **Revenue**
- Revenue goal = €10,000
- Avg deal size: €1,000  
Current revenue/current customers
- Customers needed: **10**  
Revenue goal/ Avg deal size
- Average lead to customer: **2%**  
Current customers/Current leads
- Customers needed/ Avg Lead to Customer  
Leads needed: **500**



# SERVICE-LEVEL AGREEMENT (SLA)

An agreement between a service provider and its customer that guarantees a certain output.



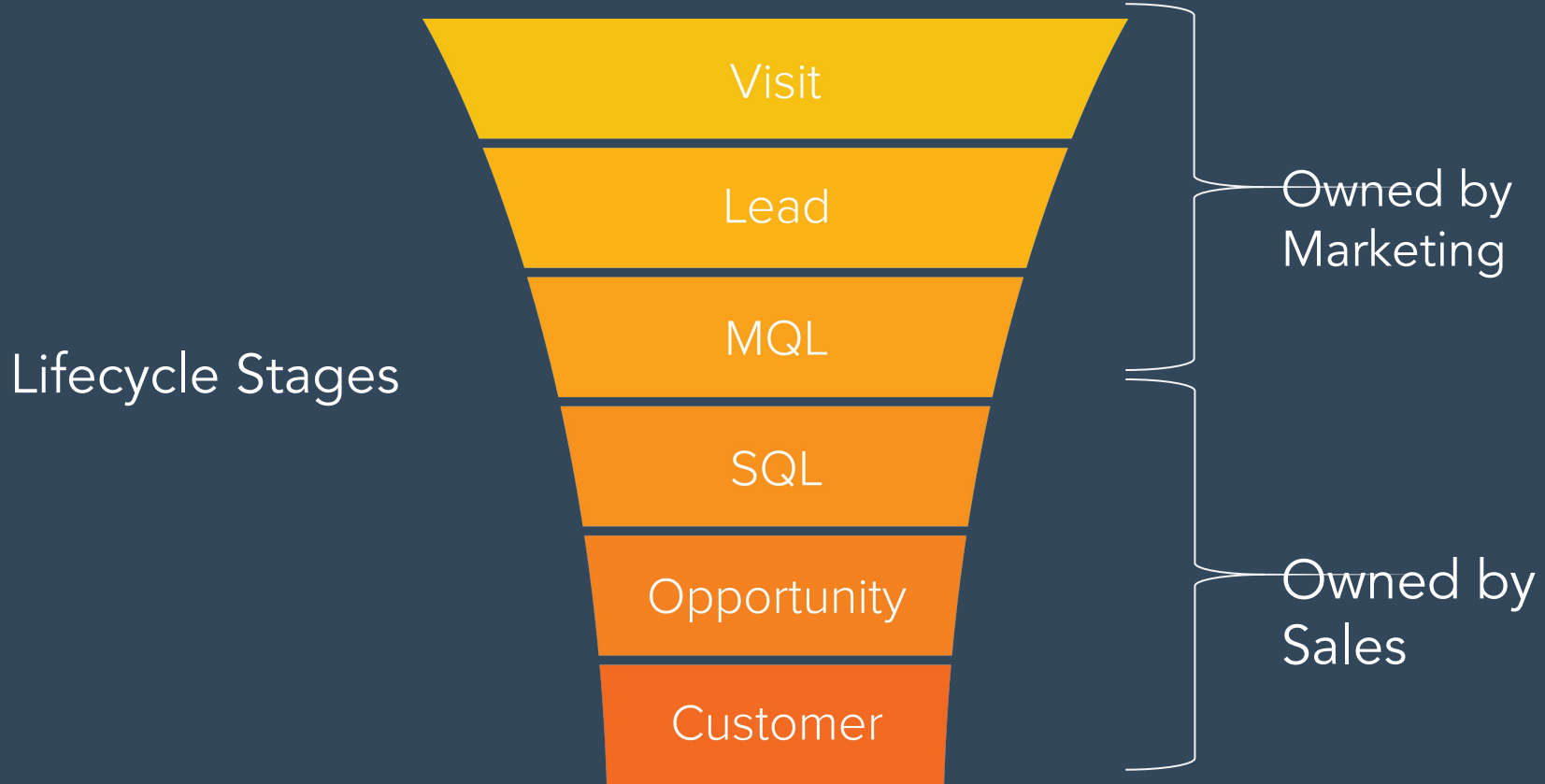
# Creating an SLA

1. # marketing-generated leads
2. # of those leads that will close into customers
3. Speed that leads are followed up with
4. Depth of follow up
5. Revenue from those closed customers
6. Total revenue closed that month from marketing-generated leads

# SAMPLE SLA

*“Every month, marketing will deliver 1,000 qualified leads to sales, and sales will contact each of those leads within 24 hours of receiving it.”*

# Lead Quality - Defining The Handoff Process



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*technology that empower **sales** teams to sell  
efficiently at a higher velocity.”*



83% of b2b buyers only want to hear from you if you are able to be relevant and contextual.

*Source: IDC Study, Marketing Sherpa*

# ARM YOUR SALES TEAM WITH QUALITY OUTREACH CONTENT

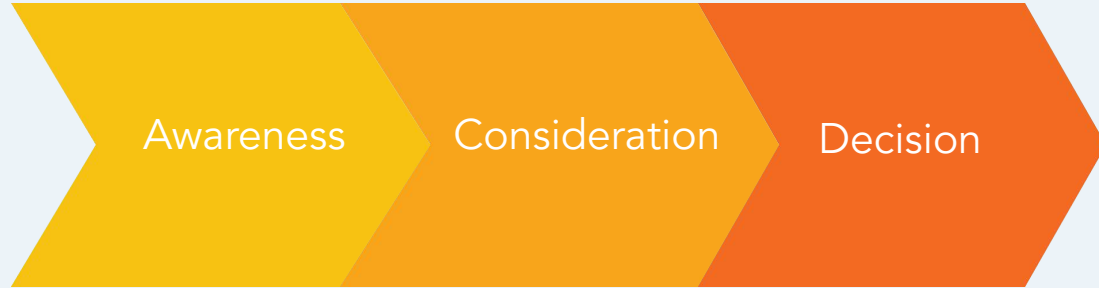


1. Personalise the entire sales experience to the buyer's context. This includes:
2. Type of organisation the buyer is from
3. Who the buyer is within that organisation
4. The stage the buyer is at in their buying journey





# Map the Content to the Buyer's Journey



- |                 |                |                       |
|-----------------|----------------|-----------------------|
| ✓ Videos        | ✓ Video        | ✓ Video               |
| ✓ Tips & Guides | ✓ Case Studies | ✓ Trials              |
| ✓ Checklists    | ✓ Reports      | ✓ Demos               |
| ✓ Kits          | ✓ E-books      | ✓ Consultations       |
| ✓ Templates     | ✓ Podcasts     | ✓ Estimates or Quotes |
| ✓ Worksheets    | ✓ Whitepapers  | ✓ Coupons             |
|                 |                | ✓ Discount codes      |



*"The processes, content and  
**technology** that empower **sales** teams  
to sell efficiently at a higher velocity."*



A man with a frustrated expression is shown from the chest up, sitting at a computer. The background is dark, and the lighting is focused on his face. The text is overlaid in large, white, bold letters.

**JUST GOT TO ENTER  
DATA INTO CRM**

The same man is shown from the chest up, now with a satisfied expression. He is looking at the computer screen. The background is dark, and the lighting is focused on his face. The text is overlaid in large, white, bold letters.

**FINISHED!**

Friction is **EVERYWHERE** in sales.



## Efficiency

33%

Of a sales rep's time is actually spent selling.

## Relationships

60%

Of B2B buyers distrust the integrity of sales people.

## Learning

50%

Of reps say they are coached. Yet 82% of sales leaders claim to coach



# FRICITIONLESS SELLING FRAMEWORK

## ENABLE

your sales team  
to focus on  
selling.



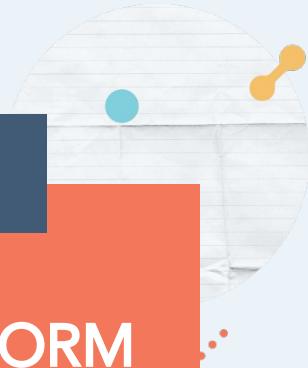
## ALIGN

your sales  
team with your  
buyer's needs.



## TRANSFORM

your sales culture  
through continuous  
learning.



*Top performing sales teams are 2.1 times more likely than under-performers to have **fully-integrated systems** that enable them to see a connected view of data that spans the entire buyer journey.*



# Q & A