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4 Keys to Sales Enablement Efficiency with Technology

Justin Hill

Vice President, Sales Engineering

Brainshark

Agenda

The Challenge: YOU ARE NOT ALONE (but just kidding, you kind of are)

Four keys to sales enablement efficiency through technology:

#1. Agile Onboarding: Streamline the ramp up, accelerate production

#2. Solving The Content Problem: Limited resources, high demand

#3. Let the Machine Do the Work: The role of AI and machine-based analytics

#4. Prioritize: Attack the gaps

Maintaining scalability over time

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Introduction: The Sales Enablement Business Function

- YOU ARE NOT ALONE (but you kind of are)

- Sales Enablement departments remain small

- Scalability for Sales enablement across company

- Not on an island- department cross functionality

- Looking for help? Technology is one answer.

Key #1: Agile Onboarding

- Streamline the ramp up, accelerate production

- What is Agile Onboarding?
  - Planning
  - Sprints
  - Review
  - Retrospective

- Technology for:
  - **Planning:** Preboarding
  - **Planning:** Program Planning
  - **Sprints:** Activity Monitoring
  - **Review:** Results Analysis
 - **Retrospective:** Assessment & Measurement

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Key #2: The Content Problem

- Limited resources, but the demand remains high

- Sales enablement tech can support:
  - Quick content creation or editing
  - Content repurposing
  - Merging and updating
  - Allow reps to help create the content (Hint: they won't really know that they are)
  - Foster peer learning – not all content needs to come from a manager or enablement team

Key #3: Let the Machine Do All the Work

- How can you be expected to coach everyone, equally at the same time?

- AI and machine-based analytics provides:
  - Scalable video coaching & practice programs
  - Automated feedback based on benchmarks you set
  - Competency & skill analysis
  - Personality insights
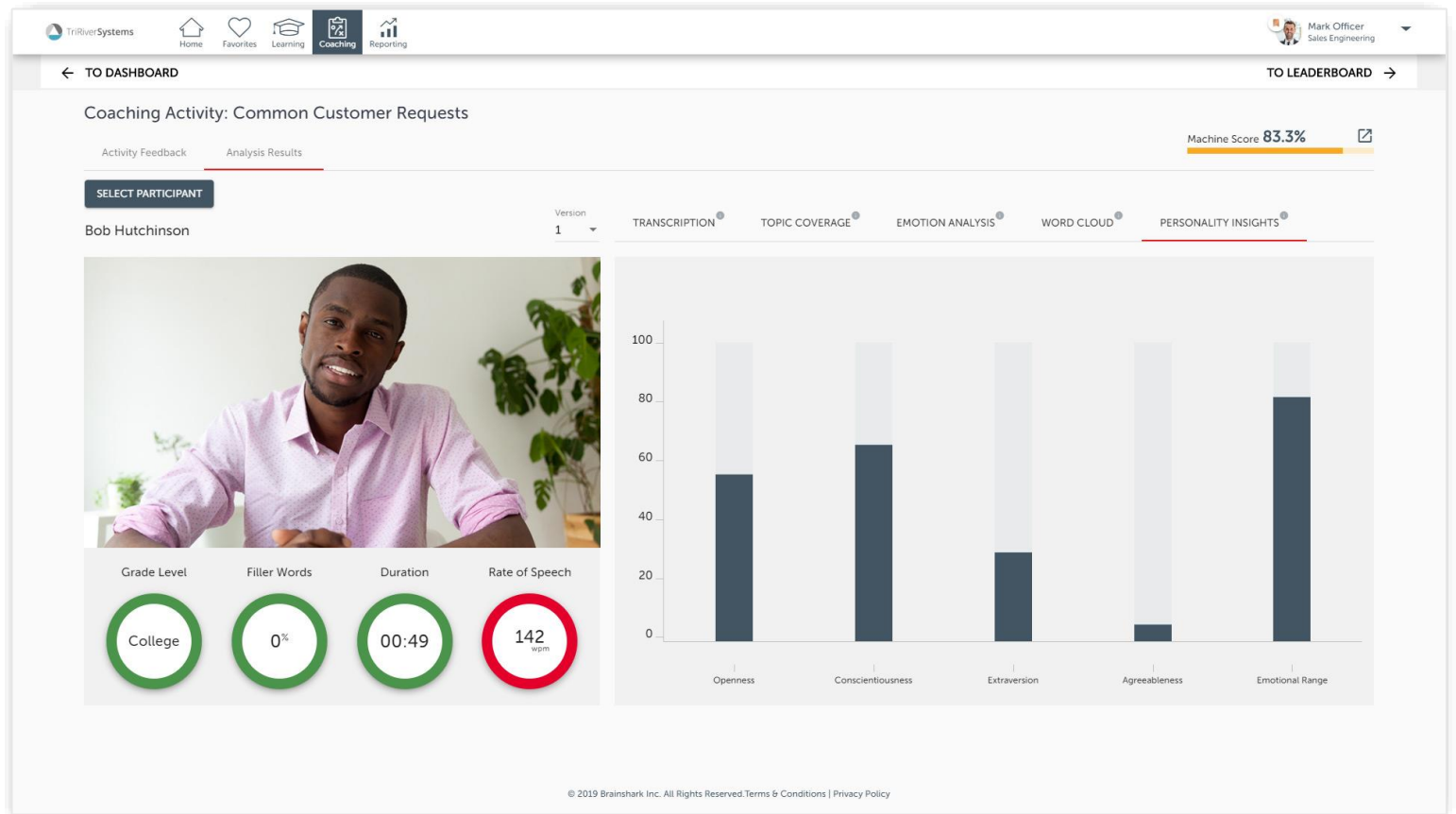
Key #4: Prioritize!

- How can you most effectively move the needle with limited resources?

- Identify and attack the obvious gaps
  - Dashboards: provide a top down view of the selling organization
  - Identify themes across skill & competency development
  - Map your training and coaching data to your selling data

- Prioritize based on objective data
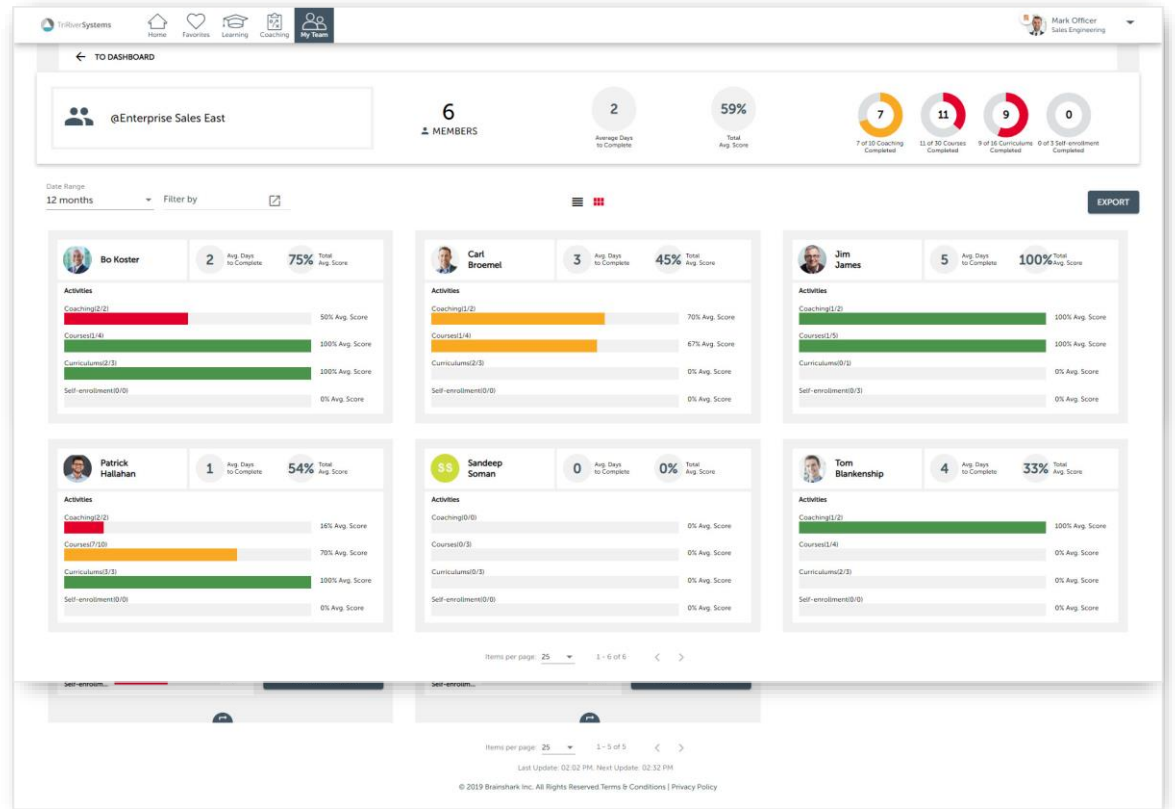
Maintaining Scalability

- As sales teams grow, sales enablement teams must scale:

  - Ongoing program **maintenance**

  - In-program **adjustments**

  - Ability to **coach** and provide feedback to reps

  - **Training** delivery

Key Take-Aways

- Formalize onboarding beyond a 30:60:90
  - Map onboarding to desired business outcomes

- Content doesn't need to come from one place – let your reps help

- Machine-based analysis can give your reps the instant feedback they crave

- Prioritize your weak points to maintain scalability, no matter the size of your sales team (or growth rate)

- Technology can streamline readiness activities for teams of any size

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Questions?

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