

# SALES ENABLEMENT:

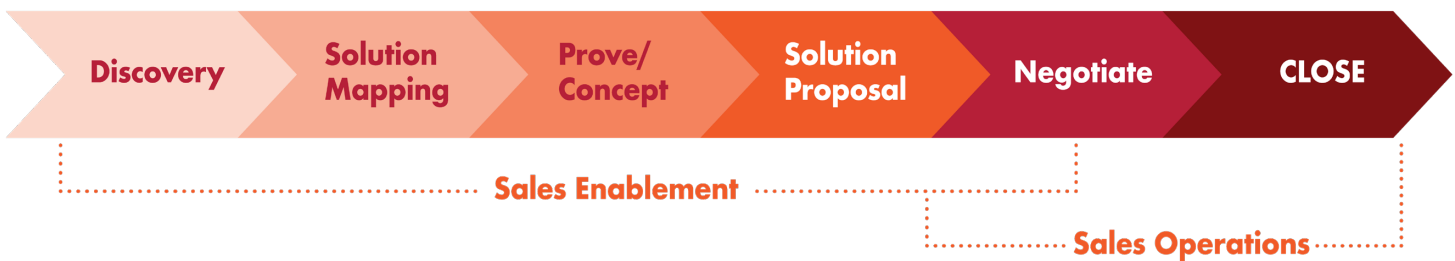
## HOW TO CULTIVATE RELATIONSHIPS THAT DRIVE MORE SALES

Business is changing faster than ever, as is the business of buying and selling. Savvy marketing and sales teams deeply understand their buyers, how to relate to them, and how to continually engage them throughout the buying journey. It all starts with a specialized process, combining marketing and sales, that enables teams to collaborate and proactively act upon buyers' wants and needs. The process is called Sales Enablement.

### WHAT IS SALES ENABLEMENT?

“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 on investment of the selling system<sup>1</sup>.”

Sales enablement includes focused activities earlier in the buying cycle, with sales operations coming into play at a later stage. See illustration inspired by HighSpot<sup>2</sup> below.



Sales enablement closes the gaps that contribute to sellers' challenges with data-first thinking, ongoing assessments of findings and outcomes, and sharing perspectives across teams. By implementing these processes, you are poised for a perfect alignment of marketing and sales efforts.

Specifically, sales enablement helps sales teams be more effective by<sup>2</sup>:

- Connecting customers to the most relevant content at the right time.
- Providing content to customers in a variety of ways.
- Assessing whether or not customers find content engaging through advanced analytics.
- Applying advanced analytics so pitches and content can be optimized.
- Enabling sellers to get the training they need and measuring how effectively the training delivers bottom-line results.



Bichsel Medical Marketing Group  
480 E. Stirrup Trail, Monument, CO 80132  
Toll-Free: (855) MED-MKTG Fax: (909) 236-5379  
[www.BichselGroup.com](http://www.BichselGroup.com)

## WHY DO YOU NEED SALES ENABLEMENT?

Overwhelming amounts of information are hard to digest and won't achieve favorable results. However, the delivery of bite-sized pieces of effective information will. Enter the sales enablement strategy – a methodology that works by attracting buyers who want to hear from you and by providing value, knowledge, precision, and no wasted time.

A recent report by Aberdeen Group<sup>3</sup> (an international marketing company that analyzes buyer behaviors) found companies who establish a formal sales enablement program are 96% more likely to achieve competitive levels of success. The study also demonstrated the following:

- 40% increase in cross-sells and upsells
- 17% increase in sales within the first month of the program
- 60% reduction in ramp-up time for new sales hires
- 300% increase in content usage (marketing materials)
- 30% time saved on administrative tasks

Still not convinced? See comparison below of how sales and marketing might operate with and without sales enablement.

WITHOUT SALES ENABLEMENT	WITH SALES ENABLEMENT
<ul style="list-style-type: none"><li>• Hundreds of calls to close a small percentage of deals</li><li>• Call as many people as possible to keep your sales funnel full</li><li>• More touches make more sales</li><li>• Get to the close as fast as possible</li><li>• Sales reps have difficulty finding vital data, so they flood the buyer with as much data as possible</li><li>• Marketers are unaware of sales progress and struggle to design useful content focused on the buyer's needs</li><li>• Sales staff turnover rate increases</li><li>• Difficult to grow exponentially because no one is focused on bridging marketing and sales</li><li>• Fall behind your competitors</li></ul>	<ul style="list-style-type: none"><li>• Build effective conversations based on information and content that buyers want and need</li><li>• Sales and marketing initiatives are data-driven and based on metrics that encourage faster buyer conversion</li><li>• Makes the buyer's job easy. Educates buyers with only the information they need</li><li>• Achieve a long-term and trusted relationship with customers</li><li>• Supply easy-to-find content that is effective and direct and provides only relevant information</li><li>• Marketers design materials based on data and insights to produce useful and relevant content</li><li>• Content is available on one platform for both sales and marketing teams</li><li>• Top sales reps are driven to work with you and close more sales</li></ul>

## SOLUTIONS THAT BUILD SALES ENABLEMENT

Bichsel Medical Marketing Group (BMMG) partners with medical device companies to implement a wide variety of marketing solutions, including development of a robust sales enablement program. Specifically, we:

- Help define the KPIs driven by the revenue process across the organization
- Break down the processes, and remove waste and friction
- Implement technology solutions to improve those processes



Source: HighSpot<sup>2</sup>

BMMG's expert sales enablement team approaches every project with the following objectives:

- Promote continuing education in every department that utilizes your marketing and sales investments to obtain a better ROI.
- Increase the efficiency of your sales processes with a more profound understanding of buyers' behaviors by obtaining and acting on the metrics that drive your business.
- Develop deeper and more meaningful relationships with buyers by earning their trust and giving them the content they are looking for at the right time.
- Focus on time allocation. Give your reps more time to engage with your customers.
- Empower your reps and customers to move smoothly through the steps of your sales process.

We build the bridges between strategy and execution with the following options:

- **MICROSOFT DYNAMICS CRM 365**  
Microsoft Dynamics CRM 365 is built to integrate marketing and sales teams. It builds customer relations with more than just contact information. It provides a customizable and flexible solution that fosters leads and allows the marketing, sales, and fulfillment teams to adapt quickly to buyers' needs.
- **LEARNING MANAGEMENT SYSTEMS**  
Learning management systems allow continual training of your teams that is modern and relevant with the buyers' needs in mind.

- **VIDEO CONFERENCING**

The world has changed, and building relationships with potential customers is more difficult in a virtual sales process. Your sales and marketing teams should have the option to educate your potential buyers virtually and build the level of trust necessary to turn them into customers.

- **MARKETING AUTOMATION TOOLS**

Automation is key to any successful business. Your marketing teams and sales teams need to have real-time automated systems to avoid a lag in reaching potential buyers who might go elsewhere during a lag.

- **DOCUMENT AND CONTENT STORAGE, MANAGEMENT, AND DELIVERY**

Marketers must have accessible data that they can act on immediately. Access to data and content needs to be real-time and accurate. A manager of this data allows both your sales and marketing teams to have immediate access to the most detailed information about your customers. This will enable you to deliver the right content, so sellers can build a strong relationship that encourages buying habits.

- **CUSTOMER PORTALS TO SHARE INFORMATION WITH CUSTOMERS**

70% of consumers research before they purchase<sup>4</sup>. Using customer portals where sales and marketing teams can jointly educate customers makes the buyer's journey easier.

- **REPORTING ON CUSTOMER METRICS**

The notion of 'what can't be measured, can't be managed' is most evident in today's world. Teams need to identify and measure exactly what they expect to achieve to make their sales goals quantitative and marketing strategies measurable. Success yields more success, so customer metrics matter.

## CONCLUSION

The landscape of sales and building relationships is changing rapidly. Adding a sales enablement process will give you a tremendous advantage. There has never been a more important time to build a solid sales enablement process.

You already offer great products and services. However, in today's competitive marketplace, you need to make this more widely known through education, marketing, and sales. Growth will be easier when you have a solid platform in place to stand on.

We are excited and ready to build a sales enablement program with you. Please contact BMMG with any questions or for a no-obligation consultation about how we can begin increasing your revenue.

## CITATIONS

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