

Sales Enablement Evaluation (Non-exhaustive example)

	Weighting	Platform A	Platform B	Platform C	Platform D
Features (specific)					
Equalized cost for comparison					
Scalability					
Ease of integration					
Compatibility with existing martech					
Additional resources required Specify if internal or external**					

**As you layer in your capabilities, you have to adjust resources to plan, manage, and monitor your campaigns. These responsibilities can be handled externally through contracting, or internally through the addition or redeployment of resources.