

## Sales Enablement: With and Without Comparison

	Salesperson A WITH Sales Enablement	Salesperson B WITHOUT Sales Enablement	Advantage
Training	<ul style="list-style-type: none"> <li>Available 24/7 with proficiency tests.</li> <li>Covers sales skills as well as product knowledge.</li> <li>Current</li> <li>Coaching for success is a function of the “sales enabler” — the person responsible for the success metrics of the program.</li> </ul>	Gets on-the-job training ( OJT). In the form of a binder of slides and 2 days with a tech support specialist. Binder is dated 2017. Natural sales ability and experience is enhanced with periodic training seminars or video.	<b>Salesperson A.</b> The salesperson is able to offer prospects and customers the latest information, using proven sales techniques. Most importantly, all salespeople are using the same information — <b>imperative when dealing with multinational companies.</b>
Content	<ul style="list-style-type: none"> <li>The latest sales support material</li> <li>Includes videos, specifications, and testimonials</li> <li>Up-to-date</li> </ul>	Has 3 versions of videos on their hard drive for each product. Video #2 has an error in the specifications.	<b>Salesperson A.</b> Tribal knowledge and product artifacts cost time and effort to correct and can result in product returns and broken relationships.
Marketing Automation	Delivers <ul style="list-style-type: none"> <li>Marketing qualified leads for sales qualification and/or...</li> <li>Sales qualified leads for sales person’s action.</li> </ul>	Is provided unqualified leads. “Just have marketing send me all the leads and I will qualify them myself.”	<b>Salesperson A.</b> A salesperson’s time is valuable — they should be closing at the appropriate stage of the buyer’s journey. <b>“Second prize is a set of steak knives.”</b>
Sales Asset Delivery	<ul style="list-style-type: none"> <li>Content is delivered according to stages of the customer journey</li> <li>The prospect is supported with the right information at the right stage in quantities they can absorb.</li> </ul>	<p>The first contact with the customer is a phone call, followed by an email with the product brochure, customer testimonial video, cost justification worksheet, and regulatory approval, all in the same email.</p> <p>Presumably, the next call is from the customer with an order.</p>	<b>Salesperson A.</b> Timing is critical. If every piece of information is distributed in a slug, people gag. The effort is wasted.  Content and contacts should be planned so that the customer has time to absorb and digest it, and the customer is guided through the stages of the buyer’s journey.