

# The Enablement Readiness Checklist

## Is it time you got an enablement solution?

If you experience these pain points, the answer is yes:

### CONTENT CREATION

*\*Check all that apply*

<input type="checkbox"/>	Trouble keeping documents up to date and compliant in a timely manner
<input type="checkbox"/>	Marketing spends too much time fielding one-off requests
<input type="checkbox"/>	No way to personalize content at scale
<input type="checkbox"/>	Unable to automate regularly updated content
<input type="checkbox"/>	No way to pull data from other sources into content creation process

### CONTENT FINDABILITY

<input type="checkbox"/>	Collateral scattered across different repositories
<input type="checkbox"/>	Sales spends too much time searching for content
<input type="checkbox"/>	Difficult to maintain control over content versioning
<input type="checkbox"/>	Can't search based on the actual content asset
<input type="checkbox"/>	Sellers have trouble finding the content they need when on the go and preparing for meetings
<input type="checkbox"/>	Difficult to partition content based on role or location

### CONTENT METRICS

<input type="checkbox"/>	Unable to determine what content is most and least effective
<input type="checkbox"/>	Difficulty measuring the ROI of collateral
<input type="checkbox"/>	Can't determine which pieces of content are used most often
<input type="checkbox"/>	Sellers can't track how buyers engage with the content they are sent (e.g., how long they took to read it or what sections they engaged with most)

## COLLABORATION

	Marketing has trouble communicating internally with Sales
	Large sales and marketing teams find it increasingly difficult to communicate

## BUYER UNDERSTANDING

	No end-to-end view of the buyer's journey
	Unable to see how content affects the buyer's journey
	Sales doesn't have enough information about a lead prior to hand-off (e.g., pages visited and content downloaded)
	Marketing doesn't know what happens to a lead after hand-off
	No way to quantify Marketing's contribution to revenue

## LEARNING & COACHING

	It takes too long to ramp up new sellers
	Sellers show little interest in lessons and don't retain enough information
	Too much time spent grading and providing feedback for a large number of sellers
	Tracking and measuring lesson impact is difficult or non-existent

## What Now?

Now it's time to find your ideal enablement solution. Let's switch gears and start checking off things you want:

### ENABLEMENT PLATFORM MUST-HAVES

	Provides a single-source of truth for all enablement efforts and analytics
	Makes content easily discoverable with intuitive search and AI recommendations
	Automates content production, personalization, and compliance
	Allows sellers to effectively leverage various digital channels and create interactive content
	Offers secure virtual environments for easy stakeholder collaboration
	Makes it easy to create, measure, and scale mobile-friendly lessons

**Ready to learn more?**

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