

5 Steps to Building a Business Case for Enablement Tech

An enablement solution is a powerful tool that can solve many of the problems faced by sales, marketing, and entire go-to-market organizations.



Preparing teams to sell effectively and be more effective marketers has never been more within reach. With the right tech, teams can now access relevant content in a single hub, personalize it seamlessly for customers, and understand which content is driving business outcomes. They can also speed up ramp times and replicate top performers with effective onboarding and coaching for sales teams.

When a technology emerges that can truly impact an organization's bottom line, it's imperative to build a strong business case that outlines everything a decision-maker will want to know.



Survey the Sales and Marketing Team

Enablement aims to improve the lives of both Marketing and Sales, and the primary focus of all teams is centered on better selling.

It's important to gain a baseline understanding of how Sales and Marketing operate and interact. By knowing the intricacies of their operations, you can build a better business case that speaks directly to the areas needing improvement - and bring a solution to the table that addresses the goals of the business. An in-depth survey of the day-to-day life of Sales and Marketing is a great way to understand how the team operates, which tactics they regularly deploy, and how they interact with different platforms. This way, you can discover which tools can be consolidated, and which processes can be simplified, and more.

#2

Interview the People that Feel the Pain

Once you've determined the types of problems your organization faces, set out to learn where exactly the pain points exist. Conduct interviews with the people who are feeling these pains to learn what areas of their job can be improved with enablement technology. Asking pointed questions to those in various positions across Sales and Marketing will identify gaps in content creation, content management, content usage and engagement insights, as well as learning and coaching gaps that, if addressed, can make both sellers and marketers more productive and effective.

These interviews should produce data that can directly prove the need for a sales enablement solution, the anticipated outcomes, and the expected ROI.

#3

Survey the Market and Choose Your Vendor

Ideally you will begin this process with a general idea of the sales enablement technology space. It's important to have a grasp on the relevant vendors, the solutions they offer, and how they differ from one another (e.g. vendors that provide scalable platforms that grow with your needs vs. vendors that provide point solutions that don't grow with you) before embarking on building a business case. Don't leave out a critical element of your search: Identify the vendor that will support your enablement growth and maturity as a true partner for your success. A vendor with proven tech who can also guide you through planning, deployment, and educate you on best practices and goals is worth its weight in gold.

Once it comes time to actually put together your business case, it's necessary to perform a deep dive on these potential partners, and then decide which one will perfectly fit the needs of your organization. Turn to trusted sources for honest assessments of the platforms in the space - and seek out peers who've had measurable success with specific providers. Leaning on independent research will provide an unbiased picture of each solution, and allow you to be confident that you are making a solid decision.

#4

Build Your Business Case Presentation

Depending on the size and structure of your organization, the ultimate decision may lie with department heads, a purchasing committee, or as far up as the C-suite. Regardless of who actually makes the decision, it will be necessary to have an air-tight case that will not only put their minds at ease, but also excite them about the prospect of a sales enablement solution.

Your presentation should tell an engaging story that paints the picture of why your organization needs a sales enablement solution. More than an additive technology, an enablement solution can drive specific business outcomes on the minds of leadership. Are they seeking strategic tech investments to improve GTM efficiency, boost the buyer experience, deliver operational optimization, or gain agility and speed to market? Test your vendor to see whether they address some or all of these measurable outcomes - and how they do it.

Walk through the challenges that your Sales, Marketing, and entire GTM team are facing. Those who are seeing the presentation may have previously been unaware of these challenges. Bring in the people you've interviewed who can speak clearly and directly to those challenges. Adding a human element to these problems is a great way for your business case to make an emotional connection with its decision-makers. Once you've established that these are real problems happening to real people, back up these claims with the data you collected.



#5

Share Your Evaluation Process

After presenting the human and financial stakes of the project, lay out the evaluation process you went through with the vendors. Detail how you went about the selection process (industry defining reports, peer referrals, customer references, etc.), the stakeholders involved in the vetting of the solutions, and the methods used to narrow down your choices. Showcasing the thoroughness of your vetting process with the relevant details — and contextual information for how a specific solution will deliver on business outcomes — will all support the seriousness of the business need.

Finally, introduce the proposed pricing, terms for the engagement, and plan for rolling out the platform — including who internally will drive the enablement vision, highlight the potential outcomes, and grow adoption. A robust sales enablement solution will take time to implement correctly, as well as gain traction within the organization from an adoption standpoint. Clearly communicating the project's timeline will help set reasonable expectations for decision-makers as they forecast results and a return on their investment. But more importantly, showing everyday users how the platform will *impact their lives* by empowering them to engage customers more personally, build pipeline faster, close more deals faster, and operate more efficiently, will help you gain the traction you need for robust adoption.

About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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