

EBOOK

# A Tale of Two Enablement Programs



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# 01

## Meet our enablers



LEAH

Leah is Global Head of Enablement for Stagna Ltd., an enterprise-level SaaS provider and major competitor of Velocicorp.

Leah's company does not have Seismic.



SOPHIA

Sophia is the Vice President of Enablement and Revenue Operations at Velocicorp, also an enterprise-level SaaS provider.

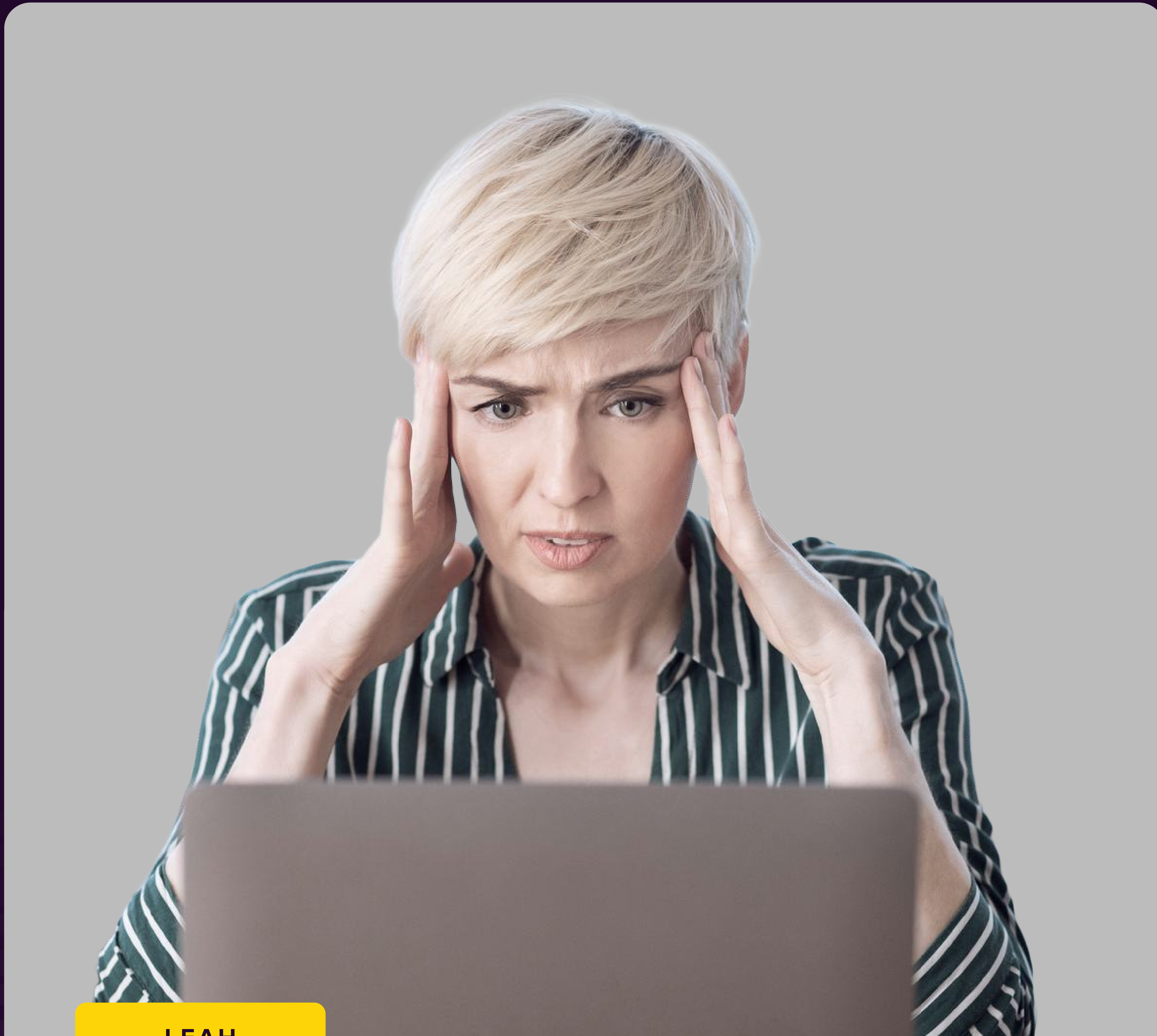
Sophia's company has Seismic, including Seismic Programs.

Both Leah and Sophia have been in the enablement world for nearly a decade, and both are preparing for a major product update.





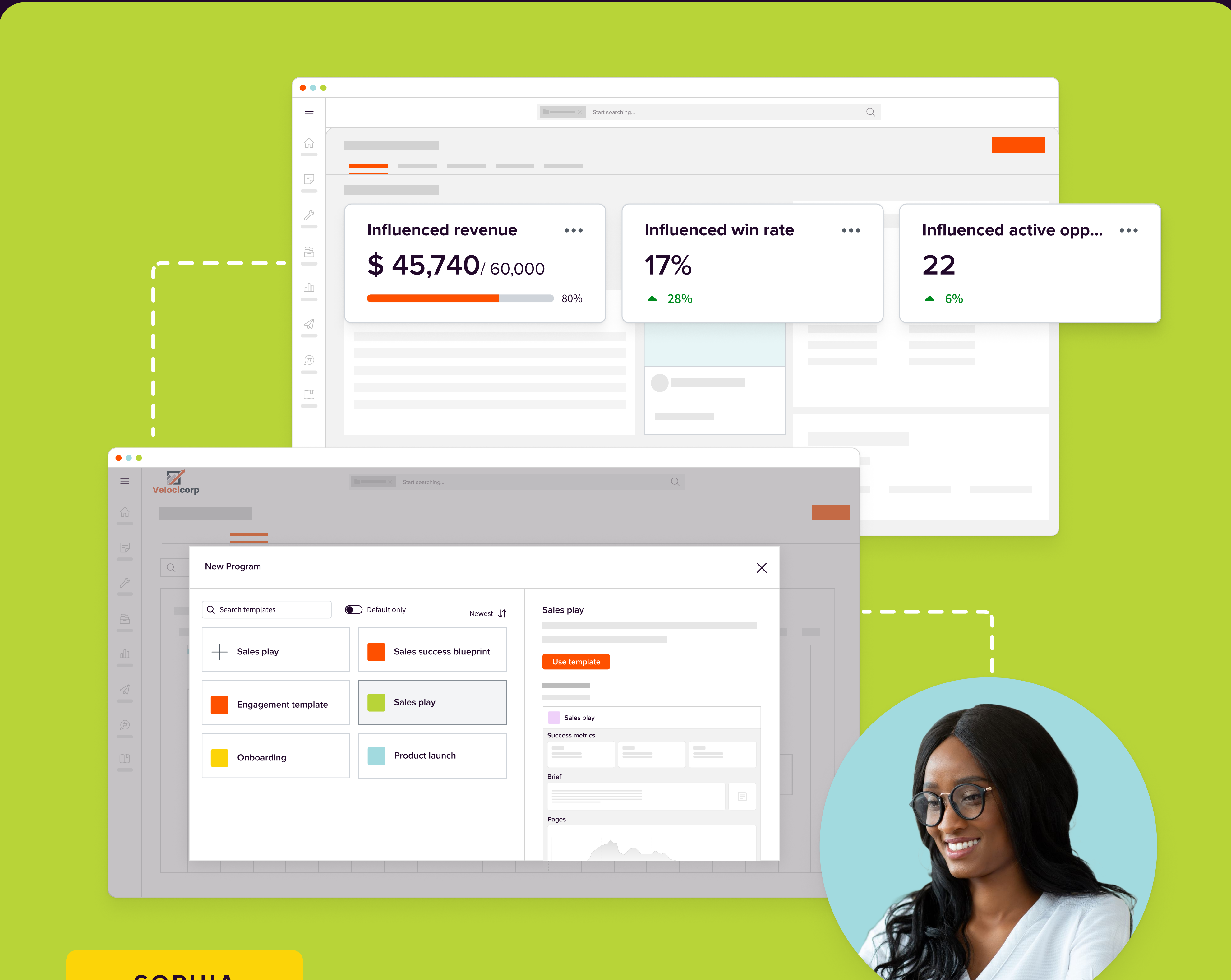
# 02 Getting started



**LEAH**

Leah opens a new project in Stagna's project management tool. The software offers more than 100 workflow templates, which she finds overwhelming.

Leah has a past project in mind that she'd like to use as a template, but she remembers it was a custom build. She decides to rebuild it from scratch, looking through her old files to jog her memory. It takes her a couple of days to draw up her program.



**SOPHIA**

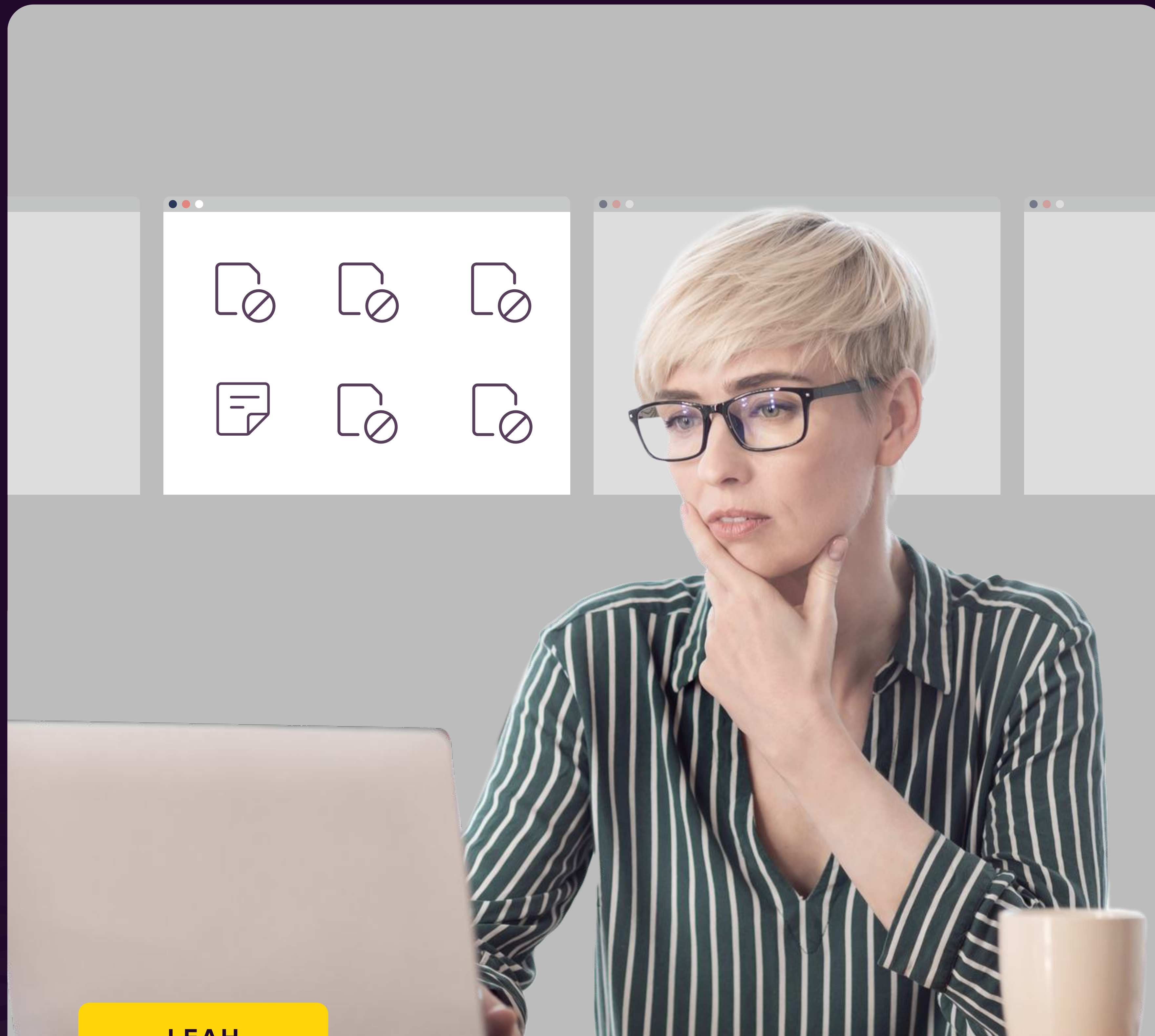
Sophia opens Seismic Programs and chooses a product launch template. The template suggests goals for the program, so she simply tailors those to her needs. She adds how many opportunities it will ideally win and how much revenue those wins should equate to.

To track her product launch's impact on the business, she adds the teams who will have to pitch or support the product. She also adds key dates, such as when the program will launch and end.





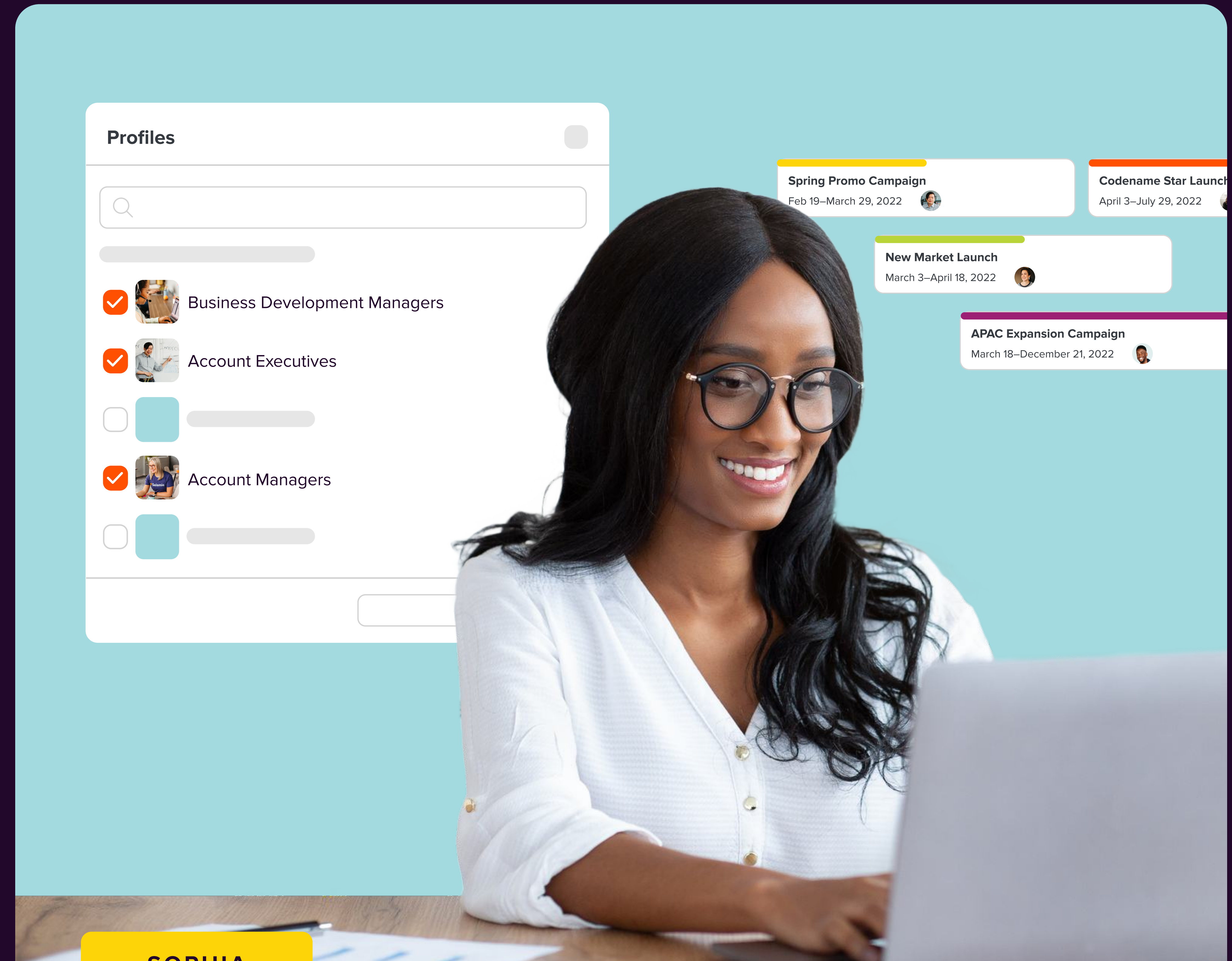
# 03 Adding content



LEAH

Leah goes into Stagna’s various content repositories, including SharePoint, Google Drive, and Dropbox, using their search functions to bring up all the existing content associated with the product being updated.

It’s obvious there are some results that aren’t relevant, so she scrolls past those, hoping not to miss something important. She opens the assets she thinks are most relevant in several new tabs on her browser.



SOPHIA

Sophia now needs to incorporate all the content associated with the program, including Seismic hub pages, marketing materials, and training lessons.

But first, she needs to find the content — no sweat with Seismic. Since a Seismic Page containing all the latest content assets was already created for the original product launch, all she has to do is add that Page to her program. Seismic Programs incorporates all the content found on that Page.





# 03

## Adding content (continued)



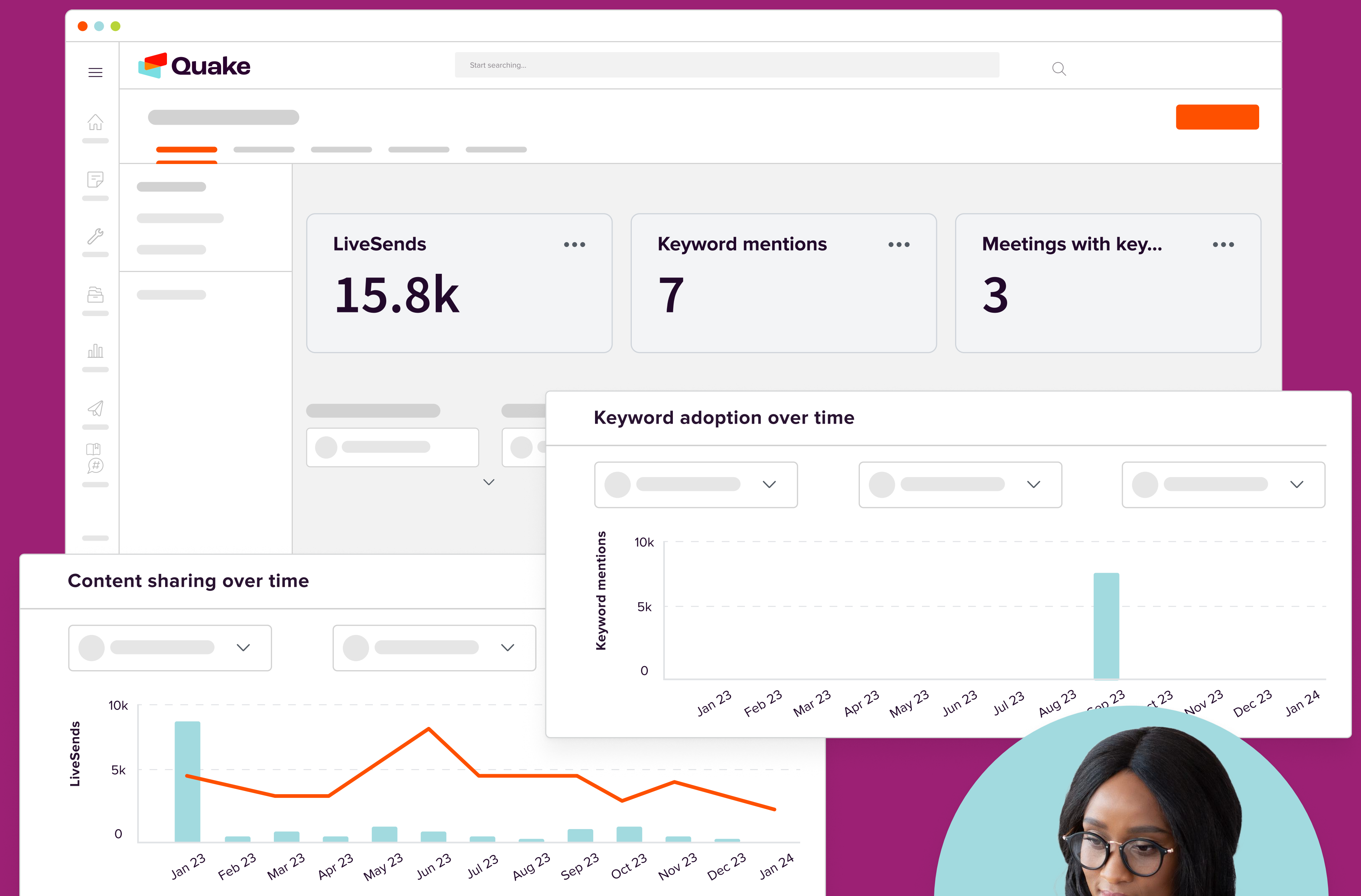
LEAH

Leah goes through each asset one by one to see who the owner is and when the last version was published. She then creates a list in a separate Excel file linking to each of the assets because not everyone involved in the program has access to Stagna's project management tool like she does.

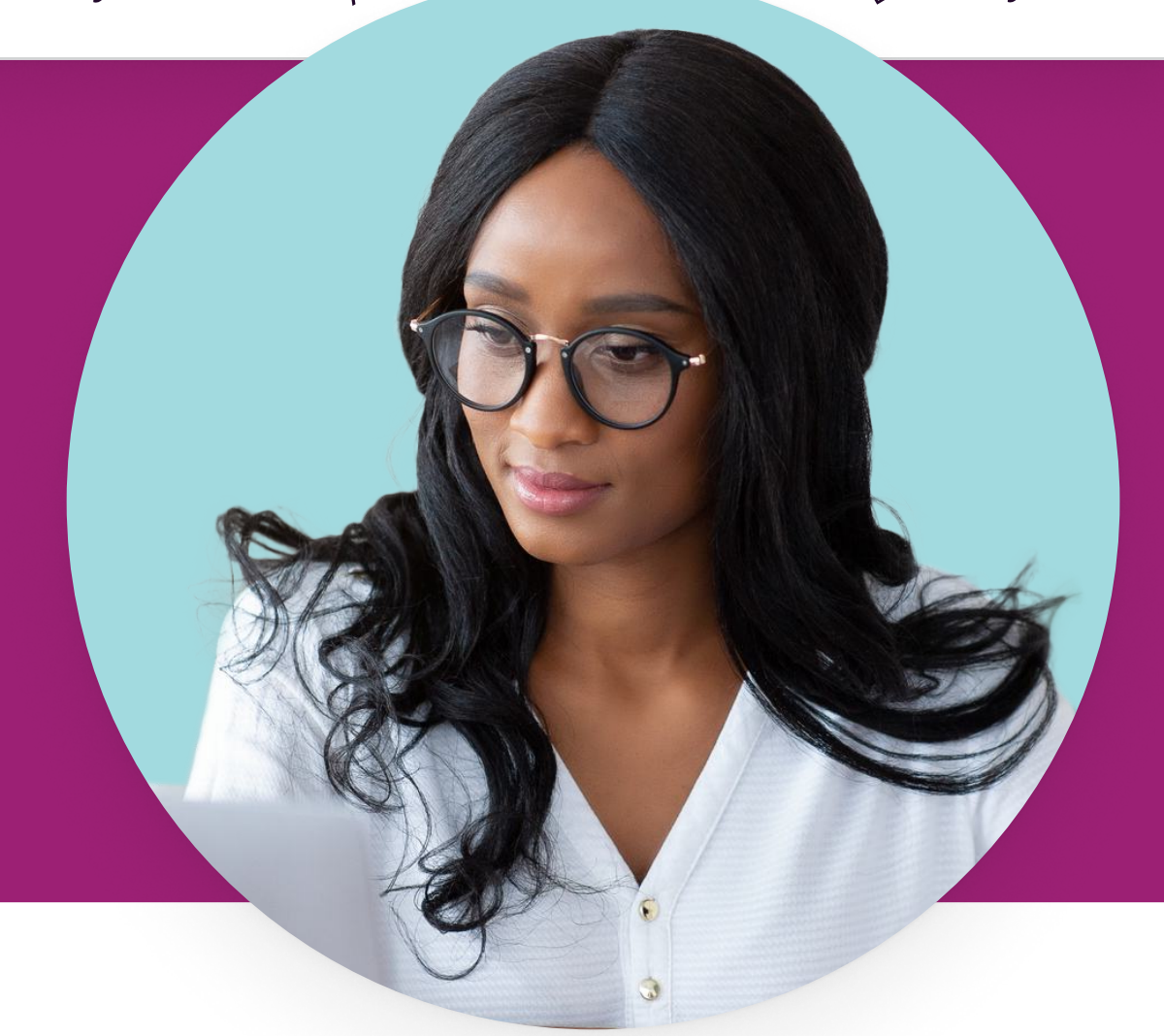
Most of the assets Leah wants to refresh are owned by George, a product marketing manager. She sends the list to him via Stagna's messaging tool.

When George gets back to Leah several days later, he says Leah left out a few crucial assets and that some of what she included were unapproved rogue decks that a couple of reps created themselves from scratch.

Annoyed by the missed assets and the inclusion of inappropriate ones, Leah asks George if he knows what assets performed the best in meetings with buyers. George says he's not sure and will have to reach out to his connections in Sales to find out. He says he'll get back to her in a few days.



SOPHIA



Immediately after adding the content for her program, Sophia grabs a coffee. When she returns, she proceeds to add trackable keywords. She can do this because, in addition to Seismic Programs, Velocicorp invested in Seismic for Meetings.

Going forward, Sophia can see how often sellers use those words in recorded meetings with buyers, which in turn indicates whether the newly developed program messaging is being absorbed by sellers and/or resonating with buyers. If it's not, she can take almost immediate action to rectify the issue.





# 04

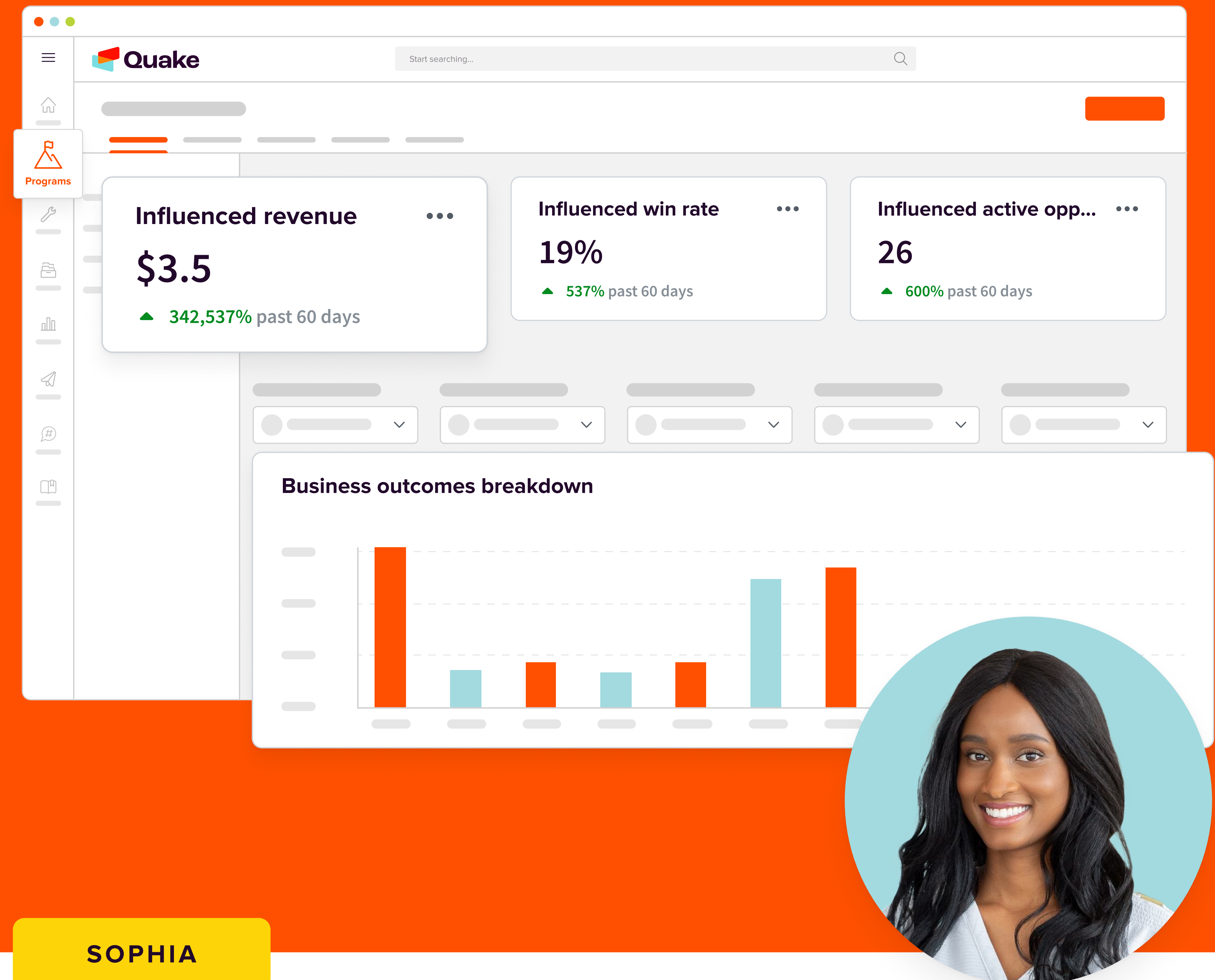
## Launching the program and collecting the data



LEAH

For the first month, Leah is in the dark about how well the program is going.

To understand how well sellers and buyers have received the program's content, she reaches out via email and instant messaging to a few key individuals on her team as well as the sales and marketing teams.



SOPHIA

On the date of the program launch, Seismic Programs automatically starts collecting field team behavior data from across Vellicorp's instance of Seismic.

Right away, Sophia can see how many opportunities have been won so far, the win rate, and how much revenue her program has influenced.





# 04

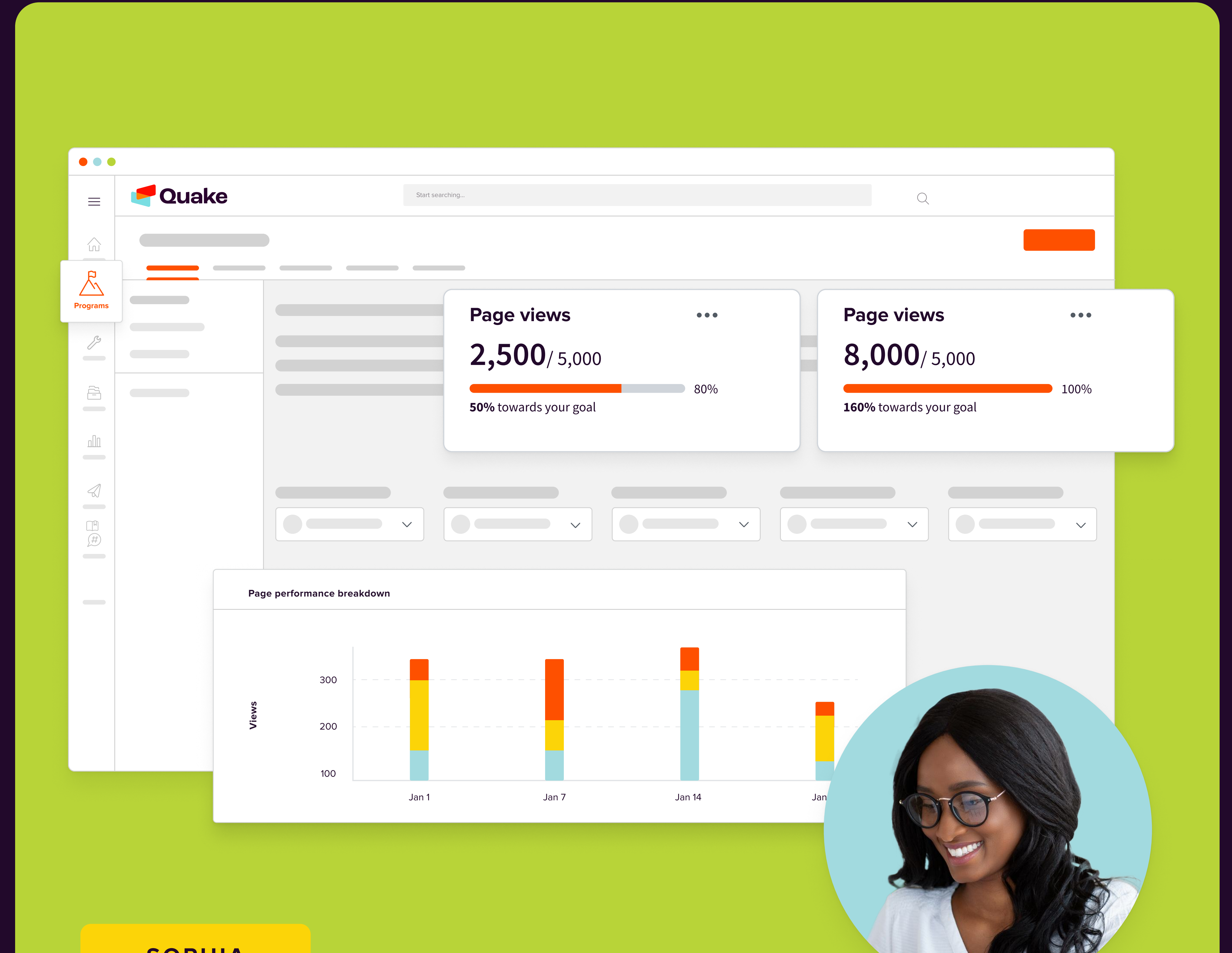
## Launching the program and collecting the data (continued)



LEAH

It takes another couple of weeks but eventually Leah receives several anecdotal accounts about how the new content has performed. She also receives other teams' spreadsheets with some tracking. She spends the next week splicing that information into her own dashboard.

Nervous that it may not be accurate, she enlists the help of one of Stagna's data analysts who after a few days comes back with some suggestions she then has to incorporate. By the time she's done, it's almost time to go through it all again.



SOPHIA

Sophia can see Seismic Page views, how many views each content asset within those pages got, and what content has been shared with buyers.

Moreover, because Velocicorp has Seismic for Meetings, Sophia can see how many keywords were mentioned during buyer meetings, confirming those conversations are on-message.





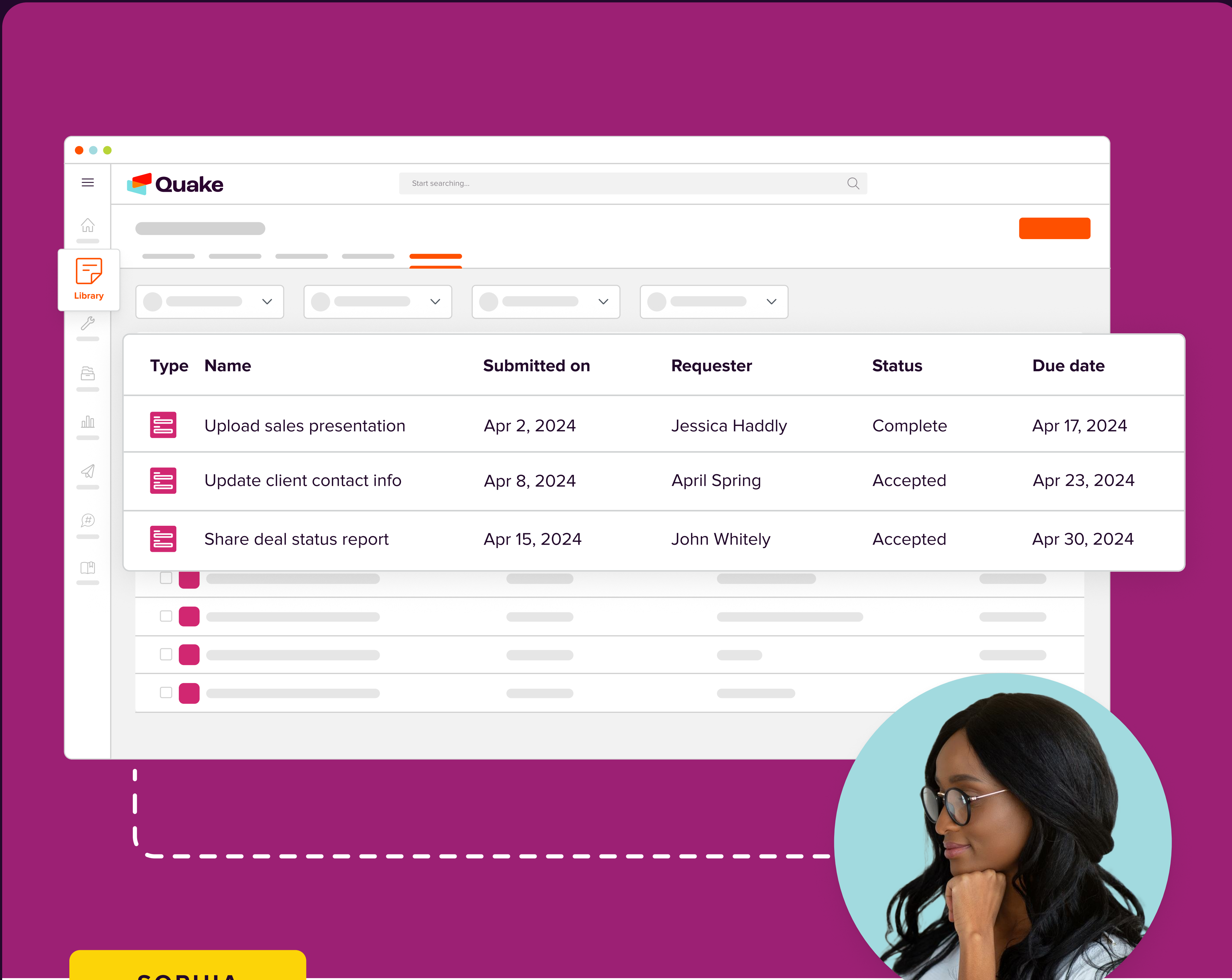
# 05

## Correcting course



LEAH

Not long after gathering the analytics for her program, Leah receives a call from the VP of Sales. She's told that sellers are running into roadblocks when buyers bring up how their updated product leverages AI. Leah's surprised because her analytics didn't reflect this recent development.



SOPHIA

A month later, Sophia sees win rates have dipped. At the same time, she notices that certain tracked keywords aren't being used as much in conversations with buyers.

Thankfully, Seismic Programs captures requests from individual sellers who want more information and education on certain aspects of the program.





# 05

## Correcting course (continued)



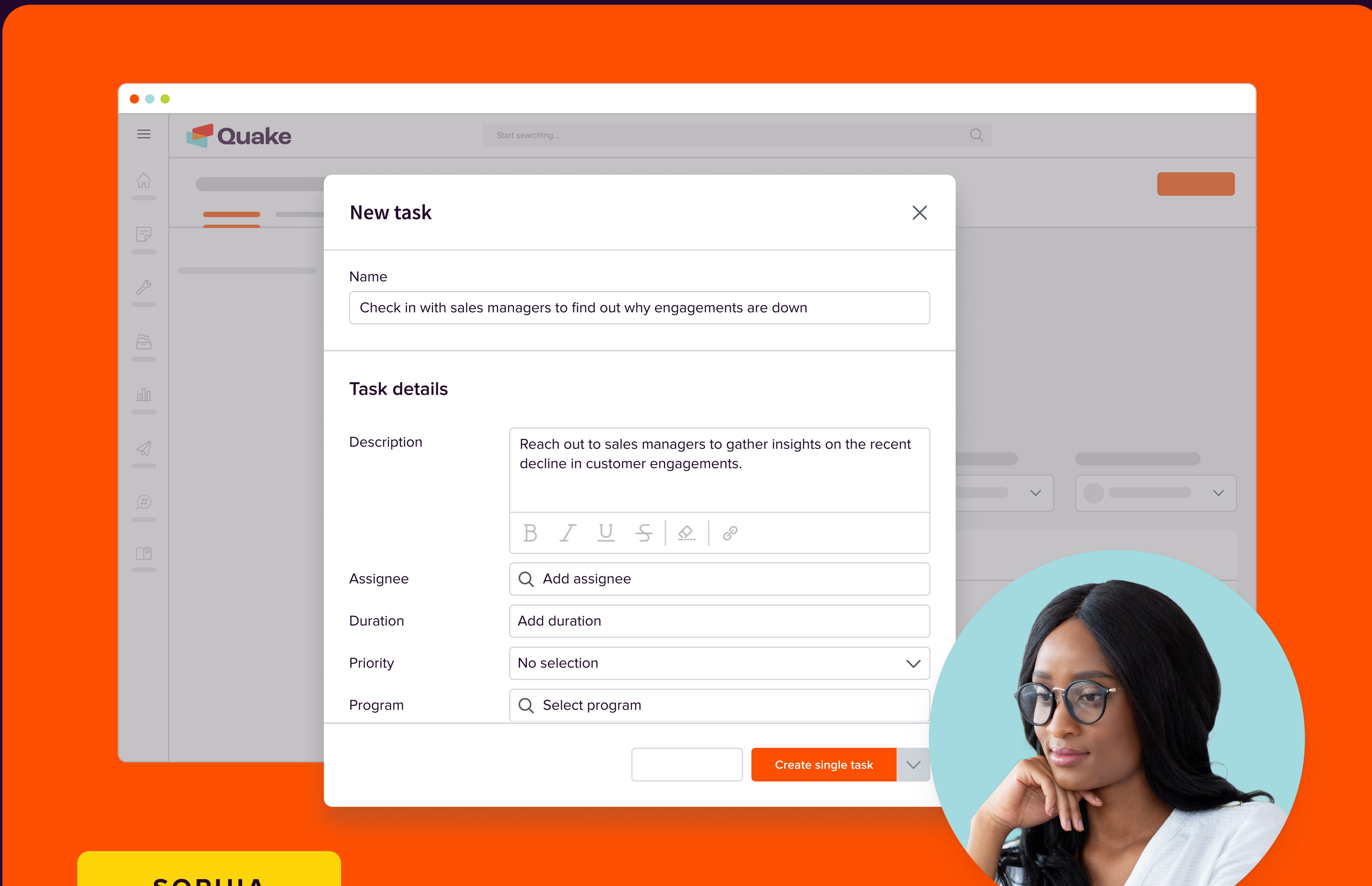
LEAH

To verify what she's been told, Leah uses a third-party platform to create a survey, which she emails to all the relevant sellers.

After a week, Leah's survey has a response rate of just 15%. She was hoping for at least twice that but she doesn't have time to let it run another week.

Unfortunately, the responses don't closely align with what the VP of Sales has told her. So, to play it safe, she reaches out to her content creators to update existing assets and create some new ones covering both what the VP said and the feedback from the survey.

She hopes she hasn't missed any other concerns and that the sellers won't be overwhelmed by all the additional content. She also hopes she can catch up on her other priorities given how much work all this has taken.



SOPHIA

Sophia sees that most sellers are asking for information relating to AI, suggesting that's where buyers have been steering the conversations.

She knows they have plenty of content about how their product leverages AI, so she digs deeper. She notices that out of all the AI-focused content, there's one specific asset that's not getting used. It's featured in a lesson that's only been completed by 30% of sellers.

To get the sellers what they need ASAP, Sophia simply opens a new task directly in Seismic Programs and assigns it to her teammate. She asks her teammate to check if the lesson needs any revisions and to remind the sellers to complete it and use the featured content. Her teammate gets an automatic email notification with all the information she needs to get started.

A couple weeks later, Sophia can see the new lesson has led to increased usage of relevant keywords and additional revenue.





# 06

## Reporting results

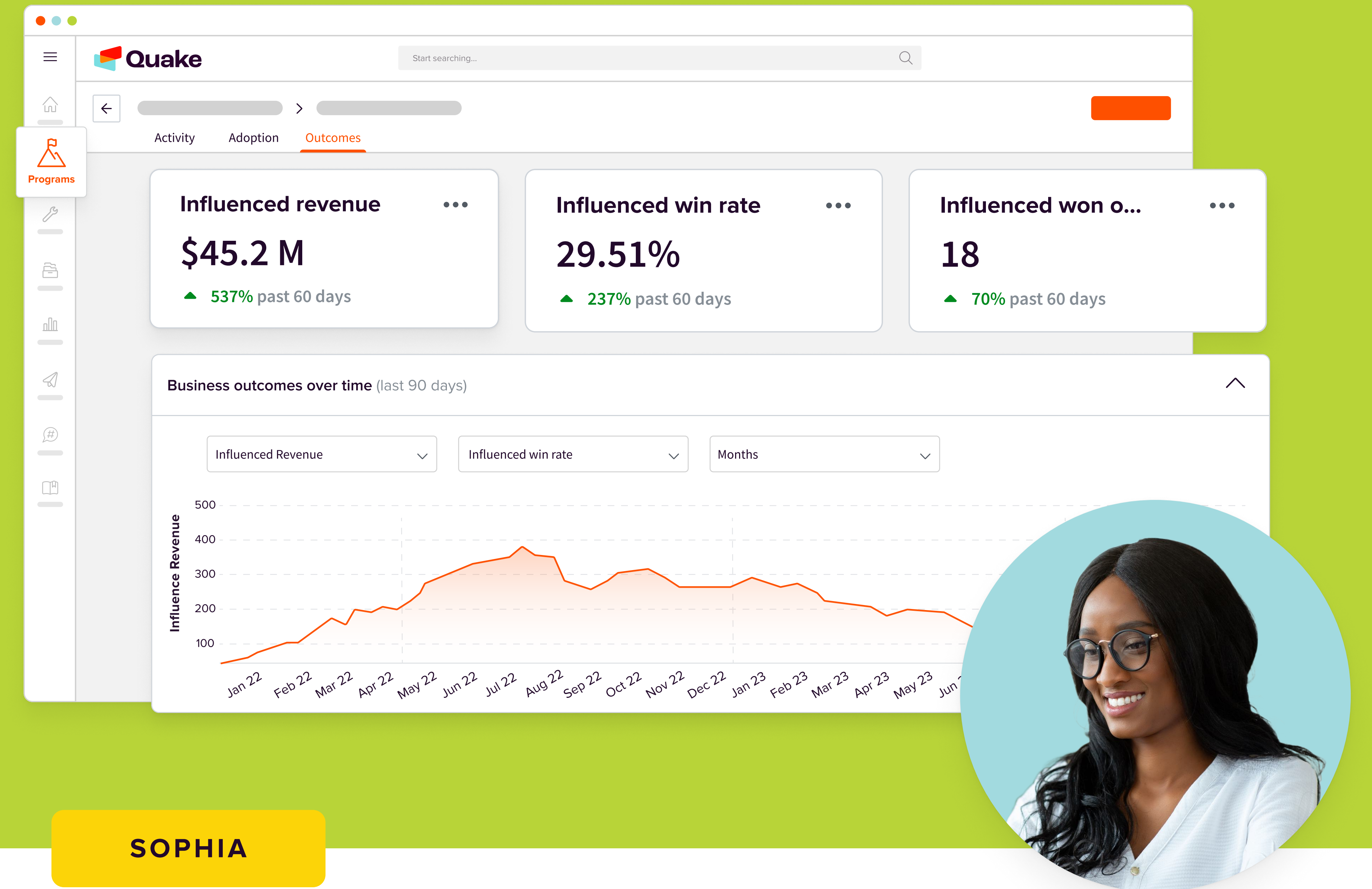


LEAH

Before drafting her dashboard, Leah gets a reminder from her project tracking tool about when certain tasks were started, when they were originally supposed to be completed, and whether they've been completed.

To put those timelines into context, Leah needs to compare them to what happened in previous projects. So, she digs up a handful of old project spreadsheets and pores over them to compare the time spent on similar deliverables.

To figure out how many deals have been won using her program and gauge how much revenue it contributed to, she again has to reach out to other teams for anecdotal information and arcane spreadsheets. She just barely hits the deadline for her report.



SOPHIA

After three months, it's time for Sophia to share with Velocicorp's leadership how her team has contributed to the progress of the product launch.

To generate a report, Sophia simply exports data from three key dashboards—Activity, Adoption, and Outcomes—which respectively measure how content and other resources have performed, how frequently keywords have been used with buyers, and how win rates and revenue have progressed.





# 07 One year later



LEAH

A year later, Leah is still apprehensive when she hears about an upcoming launch. The experience from start to finish is always the same. And to make things worse, two of her reports recently left Stagna, citing disorganization and too much reactivity as their major reasons for leaving. She's approached the CFO for approval to replace them but has yet to hear back.



SOPHIA

After a year, the launch is still paying Sophia dividends. In addition to helping her fund two additional team members, the efficiency and transparency of Seismic Programs have helped her strategize more successfully and plan more effectively for subsequent projects. She also regularly meets with the C-Suite — at first every quarter, and now every month.





# Drive strategic change with transformational enablement

Seismic Programs offers a single command center to facilitate go-to-market (GTM) alignment, improve efficiency, and increase business impact. From product launches to sales plays to onboarding, Seismic Programs makes it easy for enablement teams to design, activate, measure, and optimize their GTM initiatives – and prove their impact on business goals.

**Ready to elevate your sales enablement strategy for a seat at the executive table?**

**Speak with our team today** for a demo of Seismic Programs.





# 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.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [X \(Formerly Twitter\)](#) and [Instagram](#).

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