Seismic

Annual Sales Enablement Benchmark Report 2021

Decoding the Best Practices of Visionaries

Seismic

Table of contents

Introduction

It has never been more important to crack the code for effective sales enablement. That's because B2B buyer preferences and behaviors have fundamentally changed.

Face-to-face, transactional experiences have been replaced with remote selling, and B2B buyers now expect a B2C-style experience that is engaging, timely, and personalized. But simply replicating the B2C approach won't work. Compared to their B2C counterparts, B2B buyers have longer consideration cycles and require much more research before a purchase decision. That makes the B2B buying experience significantly more complex, with a variety of stakeholders, each with different priorities and needs. As a result, B2B organizations are increasingly turning to sales enablement to help them optimize sales processes and strategically deliver the buyer experiences that drive revenue.

But where exactly should you direct your attention and investment? Which sales enablement processes are most effective? Read on to decode the sales enablement practices of high-performing companies. You'll learn the five dimensions of sales enablement maturity and how you can use them to improve both customer satisfaction and sales performance at your organization.

Executive summary

The Seismic Annual Sales Enablement Benchmark Report (2021) identifies the organizational environments, practices, and sales enablement technologies that are most correlated with successful business outcomes.

Our key findings show that the highest-performing companies:

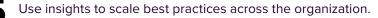**1** Position sales enablement as a strategic priority.

2 Drive go-to-market alignment by applying sales enablement across the entire customer lifecycle.

3 Avoid tech silos by leveraging well-integrated go-to-market tech stacks.

4 Encourage the adoption of sales enablement platform capabilities.

5 Use insights to scale best practices across the organization.

Methodology

Firmographics

This report is based on a series of online focus groups with sales enablement leaders, followed by a global web-based survey of sales enablement executives. The focus groups consisted of twelve executives in charge of sales enablement in sales and marketing organizations for enterprises spanning a range of industries, including financial services, media/entertainment, manufacturing, and technology. The survey was with 1,090 executives with sales enablement decision-making responsibilities at B2B businesses with at least $10 million annual revenue and 50 sellers or more. These organizations are headquartered in five countries—the United States, the United Kingdom, Germany, France, and Australia—and span a range of industries, with an emphasis on financial services, technology, manufacturing, pharmaceuticals, life sciences, and medical devices. The focus groups were conducted in December 2020, and the survey was completed in January 2021. Both were performed by Callan Consulting.

Maturity Index

An analysis of the survey responses identified the organizational environments, practices, and sales enablement technologies that are most correlated with successful business outcomes. Seismic used these results to derive our sales enablement index, grouping businesses into one of four maturity categories: Laggards, Novices, Performers, or Visionaries.

The four maturity levels of sales enablement	
Laggards	Sales enablement involves ad hoc, informal processes, focusing primarily on the sales function. Limited go-to-market tech stack.
Novices	Sales enablement processes are more defined, focusing on sales and marketing. Growing go-to-market tech stack that lacks integration. Basic level of metrics and reporting.
Performers	Sales enablement is a strategic cross-functional priority. Moderate go-to-market tech stack inte-gration with some data sharing. Data is routinely analyzed and used to measure effectiveness.
Visionaries	Sales enablement is a strategic priority across all customer-facing teams with an executive level champion and commensurate investment. Robust, well-integrated go-to-market tech stack with seamless data sharing. Insights are used to power and scale best practices across the organization.

Key Findings

The remainder of this report describes the five key dimensions of sales enablement maturity identified by the study and details actionable recommendations for each of them.

The five key dimensions of sales enablement

1. Position sales enablement as a strategic priority.

2. Drive go-to-market alignment by applying sales enablement across the entire customer lifecycle.

3. Avoid tech silos by leveraging well-integrated go-to-market tech stacks.

4. Encourage the adoption of sales enablement platform capabilities.

5. Use insights to scale best practices across the organization.

Position sales enablement as a strategic priority

It is standard practice for businesses to review their processes and make decisions about strategic priorities; however, assessments like these are even more useful after a period of disruption. They identify which initiatives were most useful for weathering the storm and—perhaps most importantly— which ones require continued investment for future success.

The analysis of the survey responses identified the organizational environments, practices, and sales enablement tools and technologies that are most correlated with successful business outcomes.

Many businesses accelerated digital transformation, including investments in sales enablement, to meet the demands of 2020's new B2B virtual selling environment. Now, to pave the way for continued performance gains, they must determine which of these initiatives need ongoing support. How is sales enablement positioned at your organization? Who is leading the charge?

The power of executive champions

Nearly all survey respondents (95%) have a dedicated sales enablement team at their company, and most (79%) reported that sales enablement is strategic to their business. Executives we spoke with made it clear that effective implementation of sales enablement starts at the top and in this regard, Visionaries separated themselves from the pack. A full 93% of Visionaries said senior leadership thinks of sales enablement as a business enabler, and 90% indicated that sales enablement is championed by the most senior leadership in their company.

Visionaries see sales enablement as a business enabler that is championed by senior leadership

● Laggards   ● Visionaries

Our company's senior leadership thinks of sales enablement as a strategic business enabler
- 68%
- 93%

Sales enablement is a strategic business enabler
- 66%
- 90%

Sales enablement is championed by the most senior leadership in our company
- 62%
- 90%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

Reporting to executive leadership

With a champion in the C-suite, it's easier to establish an organizational environment that reinforces effective sales enablement practices. Sales enablement is most effective when C-level executives responsible for revenue are championing it. This is borne out in our survey, which showed that Visionaries are the most likely to have sales enablement teams that report to executive leadership and revenue leaders.

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By far, without the proper leadership, none of this would be able to be accomplished, I'm lucky to say our EVP gets it.

Director of Sales Operations
Media and Entertainment Company

Where sales enablement teams report

● Laggards ● Visionaries

Sales (CSO, VP, etc.)	68%
	69%
Executive Leader (CEO, General Manager, etc.)	42%
	59%
Marketing (CMO, etc.)	70%
	56%
Revenue Leader (CRO, etc.)	23%
	37%
Human Resources (CHRO, etc.)	16%
	21%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

42%

40%

58%

56%

Reporting structure by industry

Sales enablement teams at financial services **(42%)** and pharma/medical device/life sciences **(40%)** organizations are less likely than the overall global average **(51%)** to report to an executive leader, whereas manufacturing **(58%)** and technology **(56%)** companies lead the way.

Drive go-to-market alignment

Go-to-market alignment is a perennial pain point in organizations, yet it is imperative to business success. At its most fundamental level, go-to-market alignment means that there is consistency in messaging and that every customer-facing team is in agreement about product offerings and positioning, market and customer opportunity, and ways to achieve revenue targets. In other words, they all know what the company is selling, who the company is selling to, and how the product or service is being sold. This shared understanding unifies all customer-facing teams so they can tell the most compelling and consistent stories throughout the buyer's journey.
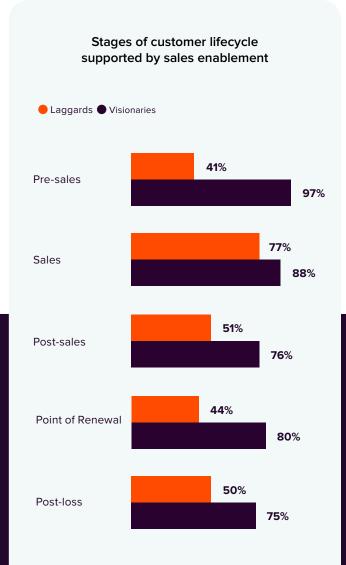
Visionaries begin their sales enablement efforts early and then continue them throughout the entire customer lifecycle. We found that the vast majority of Visionaries use sales enablement to support prospecting (97%), to target customers at the point of renewal (80%), and as a way to win back business post-loss (75%). This attention to pre-sales initiatives and targeting up front, along with timely and targeted nurture and news content throughout the rest of the customer lifecycle, may be a fundamental reason why Visionaries achieve greater quota attainment.

> We are equally on the hook for making sure that the demand that we are creating is converting and certainly not just turning into a first-time purchaser but also a repeat purchaser from a customer standpoint - so sales enablement for us now spans the entire lifecycle.

VP of Marketing
Global Manufacturing Company

Sales enablement use across the customer lifecycle is particularly strong in EMEA. 85% of EMEA respondents use sales enablement pre-sale, with France (92%) and Germany (89%) leading the way. Likewise, more EMEA respondents reported using sales enablement at the point of renewal (75% vs. 70% global) and post-loss (73% vs. 68% global). France and Germany were also top in point of renewal (81% and 85%, respectively) and post-loss (78% and 77%, respectively). In comparison, APAC respondents are least likely to use sales enablement pre-sale (68%) and at the point of renewal (67%).

Stages of customer lifecycle supported by sales enablement

● Laggards ● Visionaries

Pre-sales
- 41%
- 97%

Sales
- 77%
- 88%

Post-sales
- 51%
- 76%

Point of Renewal
- 44%
- 80%

Post-loss
- 50%
- 75%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

Playbooks that include all customer-facing roles

Go-to-market alignment can't happen without robust communication and collaboration among all customer-facing teams. Processes provide structure and models for working together, but after a period of disruption, those routines may need to be re-invented to facilitate cooperation and information sharing. The sales enablement teams at Visionary organizations support all customer-facing roles, including sales (76%), marketing (67%), customer service (47%), operations (42%), customer support (41%), and professional services (37%). Compare that to Laggards, where sales enablement teams focus most on the marketing department (76%), with sales a distant second (56%). These results suggest that Laggards' sales/marketing messaging may not be aligned with the reality of customer/product experience, leaving them at risk of closing deals that have a higher likelihood of quickly churning.
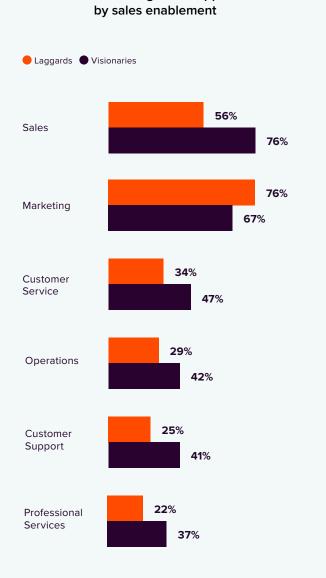
Everybody in the company sells. It is a relationship business.

Chief of Global Sales
Major Technology Company

Roles supported by industry

Differences in roles supported by sales enablement were observed by industry. Pharma/medical devices/life sciences and manufacturing are most likely to use sales enablement to support the sales organization at 73% and 72% respectively. Technology respondents are most likely to use sales enablement to support the marketing organization (78%) and professional services (44%). Manufacturing is most likely to use sales enablement to support customer service (48%), operations (53%), and customer support (43%).

Customer-facing roles supported by sales enablement

● Laggards ● Visionaries

Role	Laggards	Visionaries
Sales	56%	76%
Marketing	76%	67%
Customer Service	34%	47%
Operations	29%	42%
Customer Support	25%	41%
Professional Services	22%	37%

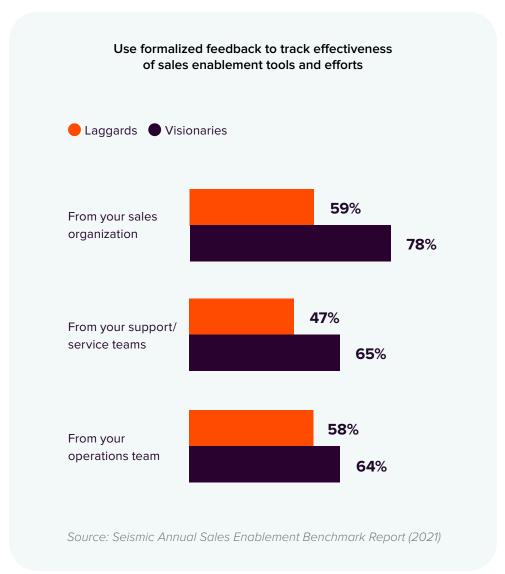*Source: Seismic Annual Sales Enablement Benchmark Report (2021)*

Tracking effectiveness with formalized feedback

When it comes to tracking the effectiveness of the content provided by their sales enablement tools, B2B organizations look at a range of engagement metrics, starting with what content is accessed by buyers and sellers and extending to content-influenced revenue and opportunities. Visionaries were the most likely to use formalized, ongoing feedback mechanisms from across their organizations to track the effectiveness of their sales enablement tools and efforts. Laggards tend to rely on ad hoc feedback and anecdotal observations delivered to content producers across a variety of communication channels. Solid sales enablement technology can aggregate feedback within a single experience, so valuable qualitative information is not lost.

Use formalized feedback to track effectiveness of sales enablement tools and efforts

● Laggards ● Visionaries

From your sales organization
59%
78%

From your support/ service teams
47%
65%

From your operations team
58%
64%

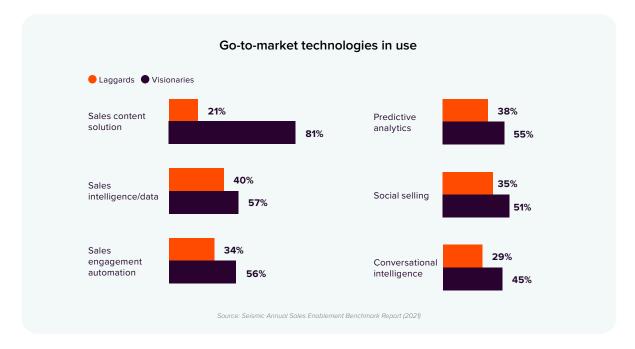*Source: Seismic Annual Sales Enablement Benchmark Report (2021)*

Leverage well-integrated-go-to-market tech stacks

Technology facilitates and maintains go-to-market alignment, but many organizations struggle with legacy systems and point solutions that prevent them from collaborating effectively. A well-integrated tech stack both expands and deepens the capabilities of sales enablement technology, while extending its functionality into other environments.

For example, integration between sales intelligence data or sales content that surfaces actionable insights in the CRM in a natural, unobtrusive way streamlines workflows and enables sales teams to be more productive. Similarly, sales enablement tools integrated with office productivity suites such as Microsoft 365 and Google Workspace seamlessly track iterations and keep all vital business documents in a single interface.
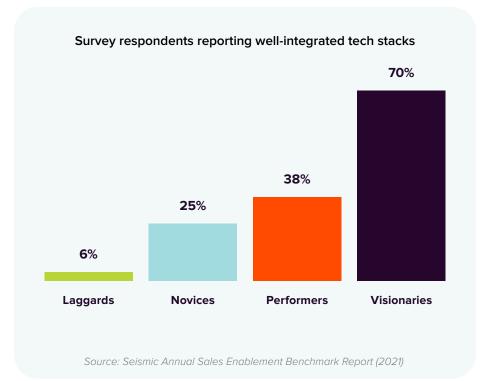
Focus on tools that improve day-to-day sales effectiveness

All of the organizations in our study used a broad range of go-to-market technologies. However, Visionaries are the most likely to use tools and technologies that improve day-to-day sales effectiveness, such as sales content solutions and sales intelligence data systems. They also boost efficiency and scalability with sales engagement automation. In fact, Visionaries use sales content solutions nearly four times more than Laggards, and they use sales engagement automation almost twice as much.

Go-to-market technologies in use

● Laggards ● Visionaries

	Laggards	Visionaries
Sales content solution	21%	81%
Sales intelligence/data	40%	57%
Sales engagement automation	34%	56%
Predictive analytics	38%	55%
Social selling	35%	51%
Conversational intelligence	29%	45%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

The benefit of a well-integrated tech stack

Even though most business leaders would agree that technology silos impede sales processes and reduce sales team efficiency and effectiveness, only about one third of respondents (35%) feel that their sales enablement tech stack is very well integrated. Visionaries dramatically outperformed in this area, however, and the results show that they are over ten times as likely than Laggards to report that they have a very well-integrated tech stack and share data in an automated manner (70% vs. just 6%).

Survey respondents reporting well-integrated tech stacks

6%	25%	38%	70%
Laggards	Novices	Performers	Visionaries

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

❝❝

Sales tech must work well with our CRM system as that is the backbone tool for sales. It needs easy plug and play for adding in other functionality. Without having these two things it makes it difficult to justify.
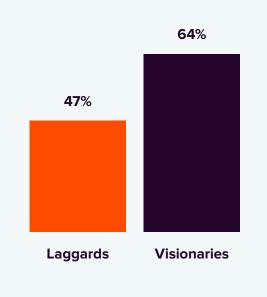
SVP Sales | Major Insurance Company

Adopt sales enablement platform capabilities

Tools are not effective if they are not used. To realize the greatest business impact from sales enablement, organizations must encourage adoption of their sales enablement technologies, and then use both activity and engagement metrics to measure the efficiency and effectiveness of their efforts. Tracking results over time provides insights into how you can increase capabilities to make sellers more productive

Adopt sales enablement tools

Executives we spoke with believe that leaders in sales enablement are better able to demonstrate the value of sales enablement tools to their teams, create buy-in, and achieve wide-scale adoption. On average, just over half of the organizations we surveyed (52%) said that their sales teams have fully adopted the sales enablement tools in their tech stack. Visionaries reported the greatest levels of adoption and, when assessing the capabilities of their sales enablement tech stacks, were much more likely than Laggards to give their technologies high ratings in terms of content access and findability for sellers (91% vs. 48%) and leveraging data to predict the next best action or content (91% vs 53%).

Sales teams have fully adopted sales enablement tools

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

> **Oftentimes it is really about the tools and technologies in place that people will actually use. They need to be good tools of course but they must also be positioned correctly to users, and users must be educated on how to make the most of them and see the positive results of doing so.**
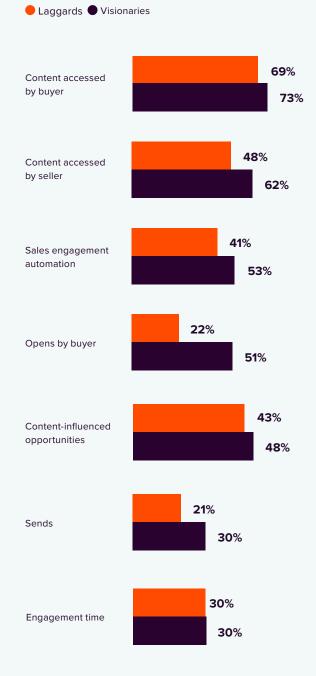
Director of Sales Enablement | Major Technology Company

Track content effectiveness

Content drives revenue; however, without the data to prove it, businesses can't know if they are making smart decisions about their content strategies. Sales enablement can unlock the potential of content usage statistics, engagement analytics, and content value and ROI. While the organizations we surveyed rely on a variety of metrics to track content effectiveness, we detected that Visionaries are more than twice as likely as Laggards to use opens by buyers (51% vs. 22%) as a measure.

Metrics used to track content effectiveness

● Laggards ● Visionaries

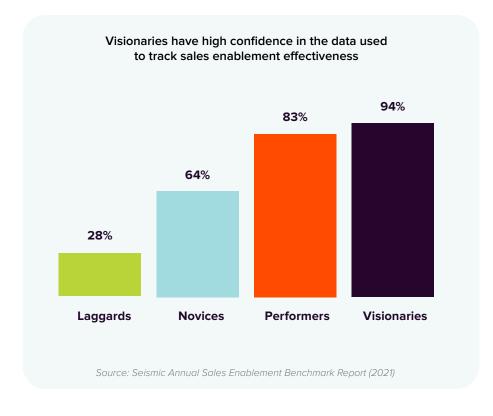| Metric	Laggards	Visionaries
Content accessed by buyer	69%	73%
Content accessed by seller	48%	62%
Sales engagement automation	41%	53%
Opens by buyer	22%	51%
Content-influenced opportunities	43%	48%
Sends	21%	30%
Engagement time	30%	30%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

Using data to track the effectiveness of sales enablement

Tracking the effectiveness of sales enablement efforts reveals the impact of your efforts and helps you build on your progress. Nearly all Visionaries (94%) are confident in the data they use to track the effectiveness of their sales enablement efforts, compared to only 28% for Laggards and 68% of survey respondents overall.

Visionaries have high confidence in the data used to track sales enablement effectiveness

Bar chart values:
- Laggards: 28%
- Novices: 64%
- Performers: 83%
- Visionaries: 94%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

You need tools that allow proper measurement and analytics that both give a picture of successes but also tell the story of what you need to do better.
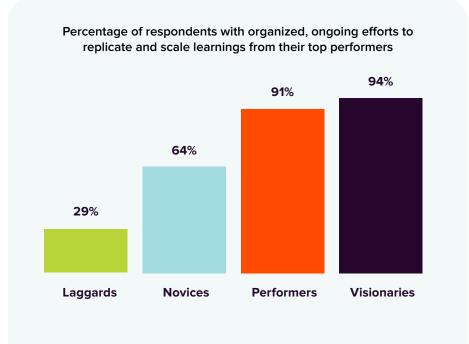
SVP | Major Retail Bank

Use insights to scale best practices across the organization

Today's sophisticated sales enablement technologies generate insights to help organizations better understand and optimize their go-to-market strategies. These insights enable continuous improvement and, in the not-too-distant future, they will fuel advanced applications such as artificial intelligence and machine learning to enhance seller productivity and effectiveness even more.
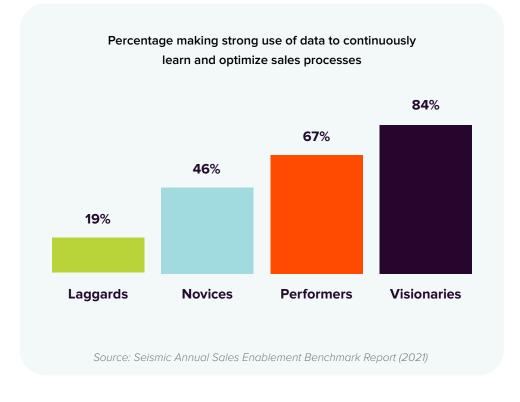
Applying data to continuously learn and optimize sales

Leveraging sales and marketing data through comprehensive analytics improves visibility into strategies and activities that contribute to revenue. On average, most respondents (71%) said they have organized, ongoing processes to analyze learnings from their top sellers and incorporate them into regular, ongoing enablement efforts. However, both Visionaries and Performers are more than three times as likely as Laggards to replicate and scale these learnings (94% and 91% vs. 29%).

Percentage of respondents with organized, ongoing efforts to replicate and scale learnings from their top performers

Laggards	Novices	Performers	Visionaries
29%	64%	91%	94%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

Visionaries also significantly outperform in the use of data to continuously learn and optimize sales processes (84% vs. only 19% for Laggards). Data transportability like this is essential, and Visionaries understand that sales enablement data is part of a larger set of cross-functional data that when analyzed together can lead to greater optimization across the business.

Percentage making strong use of data to continuously learn and optimize sales processes

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

> **When you look at sales reps, and you look at who does well, those are the guys you want to replicate. Sales enablement's job is kind of to mimic what your top performers are doing. To mimic that at scale.**

Director of Sales Enablement | Major Technology Company

Improved visibility of customer-facing content due to tech stack

Visibility into the applications and services that manage customer-facing content helps B2B organizations better understand what resonates with buyers. Then, content development strategies can be adjusted accordingly. We found that Visionaries excel in this area, with 90% or more saying they have high visibility into how content is used in individual deals, what content is sent to buyers, and the attribution of content usage to deal progression or revenue.
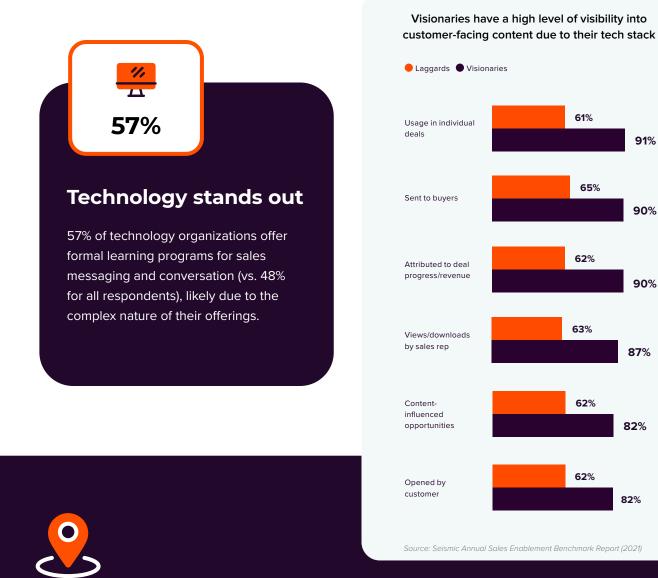
57%

Technology stands out

57% of technology organizations offer formal learning programs for sales messaging and conversation (vs. 48% for all respondents), likely due to the complex nature of their offerings.

Visionaries have a high level of visibility into customer-facing content due to their tech stack

● Laggards ● Visionaries

	Laggards	Visionaries
Usage in individual deals	61%	91%
Sent to buyers	65%	90%
Attributed to deal progress/revenue	62%	90%
Views/downloads by sales rep	63%	87%
Content-influenced opportunities	62%	82%
Opened by customer	62%	82%

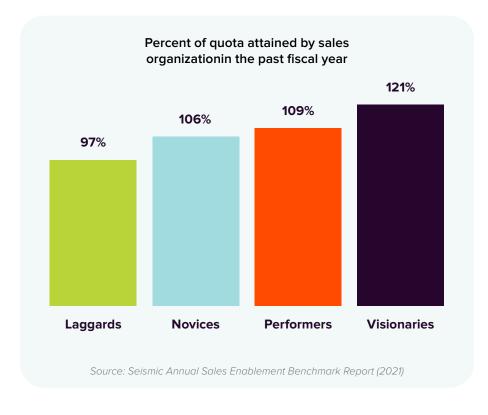*Source: Seismic Annual Sales Enablement Benchmark Report (2021)*

French organizations **(81%)** are more likely than other global organizations **(71%)** to have organized, ongoing efforts to replicate and scale success from their top performers. Australian respondents are least likely, at **59%**.

Business outcomes

The results of our study are compelling: High sales enablement maturity directly correlates with positive business outcomes. That means sales enablement drives the objectives prioritized by executive leadership, including more efficiently and effectively closing deals, keeping customers happier for longer, and, ultimately, increasing profitability for the business.

Visionaries outperform on all business outcomes measured

Visionaries outperformed the other categories of companies on all business dimensions measured. For example, sales teams in Visionary companies achieved 121% of their sales quota in the past fiscal year, compared to 97% for Laggards.
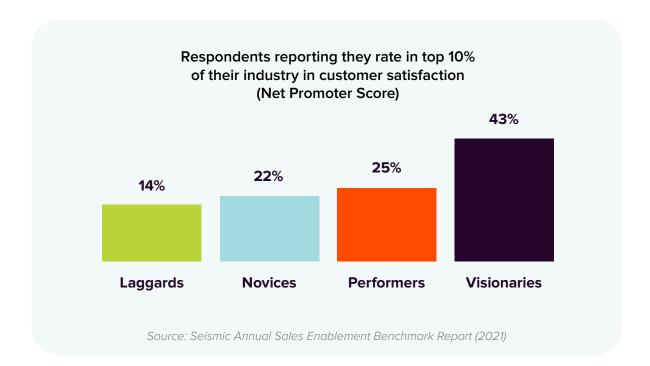
Percent of quota attained by sales organizationin the past fiscal year

Laggards	Novices	Performers	Visionaries
97%	106%	109%	121%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

"

For us, sales enablement is all about driving profits.

Director of Sales Operations | Media and Entertainment Company

Customer satisfaction

We also found considerable differences between Visionaries and the other maturity categories in terms of customer satisfaction. More than four out of ten Visionaries (43%) said they rate in the top 10% of their industry in customer satisfaction/net promoter score, compared to only 14% for Laggards and 26% of survey respondents overall.

**Respondents reporting they rate in top 10%
of their industry in customer satisfaction
(Net Promoter Score)**

Laggards	Novices	Performers	Visionaries
14%	22%	25%	43%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

Sales enablement improves the effectiveness of our very large, costly sales organization. And really, that's probably the core driver.
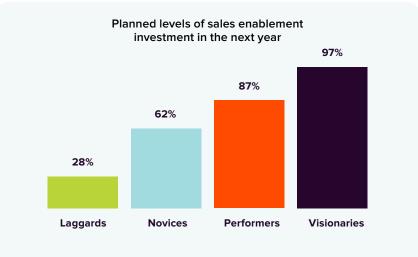
VP of Marketing | Global Manufacturing Company
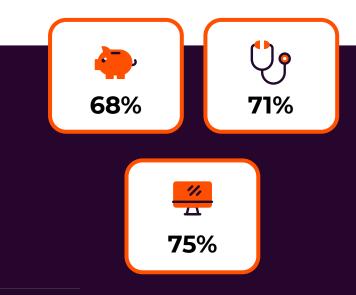
Looking ahead

The future for sales enablement is bright. As B2B businesses continue to prove its impact on improving go-to-market alignment, increasing sales, and driving revenue, organizations can expect sales enablement to grow in strategic importance. Watch for companies to step-up sales enablement investment and expand adoption of "smart" features, including artificial intelligence and machine learning.

Ramp up investment in sales enablement

Given the complexities of the rapidly changing B2B marketplace and the demands of today's buyers, it comes as no surprise that respondents across all maturity levels reported increasing sales enablement investment in the next year. Visionaries excelled on this measure, however, with nearly all (97%) planning to increase their sales enablement investment.

Planned levels of sales enablement investment in the next year

Laggards	Novices	Performers	Visionaries
28%	62%	87%	97%

Source: Seismic Annual Sales Enablement Benchmark Report (2021)

68%

71%

75%

What industries plan to spend

Among those polled, 69% of financial services firms, 71% of tech companies, and 75% of pharma/medical device/life sciences companies plan to increase sales enablement spending.

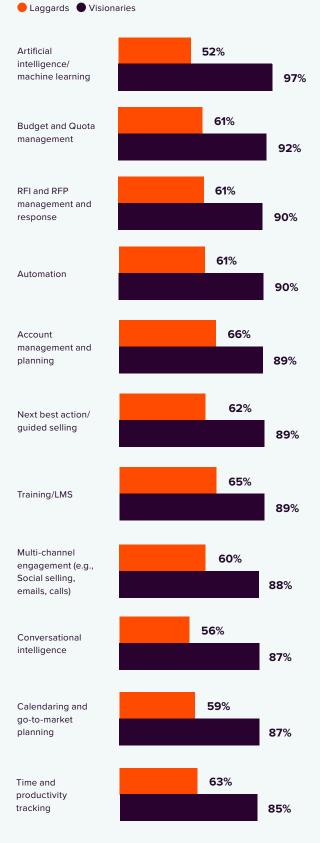# Anticipate advanced sales enablement features in the next 2-3 years

Survey respondents anticipate that sales enablement technologies will continue to evolve. Just over three-fourths (77%) feel the sales enablement journey is constantly changing and evolving and that their organization needs to continually add new technologies and adjust their processes to adapt. In particular, Visionaries see artificial intelligence, budget and quota management, RFI and RFP management, and automation as the top capabilities likely to be added to sales enablement tools in the next two to three years.

"

In the future, I see AI surfacing the most relevant/clicked/ viewed/downloaded assets and alerting us as to what content is underperforming, along with suggestions of what to use instead.

Director
Major Technology Company

Sales enablement features anticipated in the next 2-3 years

● Laggards ● Visionaries

Feature	Laggards	Visionaries
Artificial intelligence/ machine learning	52%	97%
Budget and Quota management	61%	92%
RFI and RFP management and response	61%	90%
Automation	61%	90%
Account management and planning	66%	89%
Next best action/ guided selling	62%	89%
Training/LMS	65%	89%
Multi-channel engagement (e.g., Social selling, emails, calls)	60%	88%
Conversational intelligence	56%	87%
Calendaring and go-to-market planning	59%	87%
Time and productivity tracking	63%	85%

Sales enablement practices in Financial Services

To crack the code on the sales enablement practices of Visionary companies in the Financial Services sector, 355 financial services and insurance firms were included in this study. We found several key differentiators between the maturity levels, including how VIsionaries:

Position sales enablement as a strategic priority

Nearly nine out of ten (88%) Financial Service Visionaries said that their senior leadership considers sales enablement a strategic business enabler and that sales enablement is championed by the most senior leadership in their company (87%). In comparison, only 66% of Financial Services Laggards' senior leadership thinks of sales enablement as a strategic priority, and even fewer (61%) have senior executives that champion it.
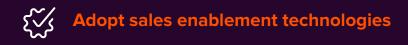
Strengthen go-to-market alignment

In Financial Services, Visionaries are more likely to have sales enablement teams supporting not only their sales teams (87%, compared to 36% for Laggards), but also customer service (40% vs. 27%), and customer support (32%, vs. 21%). They are also significantly more likely to emphasize sales enablement pre-sale (96% vs. 26% of Laggards), post-sale during the life of the customer (79% vs. 34%), and at the point of renewal (75% vs. 46%).

Integrate go-to-market tech stacks

Sixty-nine percent of Financial Services Visionaries said their tech stacks are very well integrated, sharing data in an automated/seamless manner. That was more than seven times the Laggards (9%). Visionaries are also more likely to use a variety of go-to-market tools, including sales content platforms (81% vs. only 20% of Laggards).

Adopt sales enablement technologies

Financial Services Visionaries estimate that 59% of their sales teams have fully adopted sales enablement tools and technologies, compared to 45% for Laggards. They also have much higher confidence in the data they use to track sales enablement effectiveness (91% are highly confident in their data, compared to 20% for Laggards).

Use insights to scale learnings across sales teams and the rest of the organization

The vast majority of Visionaries in Financial Services have organized, ongoing efforts to replicate and scale learnings from top performers (93%) and make strong use of data to continually learn and optimize sales processes (82%). For Laggards, those results were 27% and 16%, respectively.

Taken altogether, these sales enablement best practices create real business impacts

Sales enablement Visionaries in Financial Services outperformed their counterparts on all the business outcomes we measured, with sales teams attaining 118% of their previous year's quota, compared to 87% for Financial Services Laggards. Plus, Visionaries have better customer satisfaction/ NPS scores, with 47% claiming to be in the top 10% of customer satisfaction/NPS, compared to just 17% for Laggards.

Key recommendations

Based on our assessment of the practices of Visionaries compared to organizations at other maturity levels, we recommend five areas businesses can focus on to improve their own sales enablement use and drive positive outcomes.

01. Prioritize

Having a dedicated sales enablement team that supports and reports to your sales organization is essential, but it is only the first step. The highest performing B2B organizations go further and have sales enablement teams that report directly to executive leadership or revenue leaders. With champions in executive leadership, it is easier to secure resources and establish organizational environments that reinforce effective sales enablement practices across all customer-facing teams, including sales, marketing, customer service, customer support, operations, and professional services.

✓ To-Do

Determine whether sales enablement is one of your organization's key strategic priorities. If so, ensure that you have an executive level champion and adequate investment for success.

Key Recommendations

| Prioritize |
| Align |
| Integrate |
| Adopt |
| Scale |

02. Align

B2B organizations across all maturity categories use sales enablement tools during the sales function. But delivering a truly exceptional customer experience requires applying sales enablement initiatives and technologies across all customer-facing teams. Certain systems and processes may have to be re-defined in order to adapt to the current environment and tackle new revenue opportunities.

✓ To-Do:

Take a look at all customer-facing roles in your organization and consider how sales enablement can improve the customer experience across the entire customer journey.

03. Integrate

With so many options available, it is not uncommon for point solutions to create silos that impede progress. A well-integrated tech stack is able to share data across all tools, technologies, and teams in an automated manner, facilitating efficient sales processes and improving sales performance. The combination of technologies and a deep integration are far more powerful than any one of these tools by itself.

✓ To-Do

Clearly identify systems that are part of your go-to-market tech stack and understand which solutions need to be integrated in order to minimize tech silos and maximize data sharing.

04. Adopt

Organizations must encourage adoption of their sales enablement tools, and then use both activity and engagement metrics to measure the efficiency and effectiveness of their efforts. Sales enablement technologies allow customer-facing teams to work together using a common platform so they can make better decisions and deliver the exceptional buyer experiences that drive more revenue.

✓ To-Do

Identify processes and quantifiable measures to ensure that sales enablement practices and technology are actively used across the organization.

05. Scale

The highest performing companies use data to understand the best practices of their top sellers and disseminate them throughout the organization. This requires not only management discipline and focus, but also systems that enable business leaders to track and understand sales practices and then propagate the best ones to other

✓ To-Do

Some teams and individuals will be more successful in embracing sales enablement and driving results. Ensure that you are building a culture where these best practices can be scaled across your organization and using technology that makes it easier to implement.

Conclusion

Sales enablement has never been more essential to B2B businesses. Decoding and applying the sales enablement practices of Visionary companies drives success. It doesn't end there, though. People, markets, and technology are constantly evolving, and your sales enablement efforts will need continuous tuning. The right sales enablement technologies can help you not only manage and sustain progress, but also measure impact. The insights they deliver make it possible for you to adjust and optimize as you go. That ensures you can deliver an exceptional experience to your buyers and create a revenue engine that can adapt, allowing you to exceed targets, even when business conditions change.

About Callan Consulting

Callan Consulting is a marketing consulting firm located in the San Francisco Bay Area.

It has been providing market research and other marketing services to technology companies since 2000. The Callan Consulting team brings decades of technology marketing expertise and has performed hundreds of strategic marketing projects and dozens of thought leadership research projects for our clients.

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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