Seismic

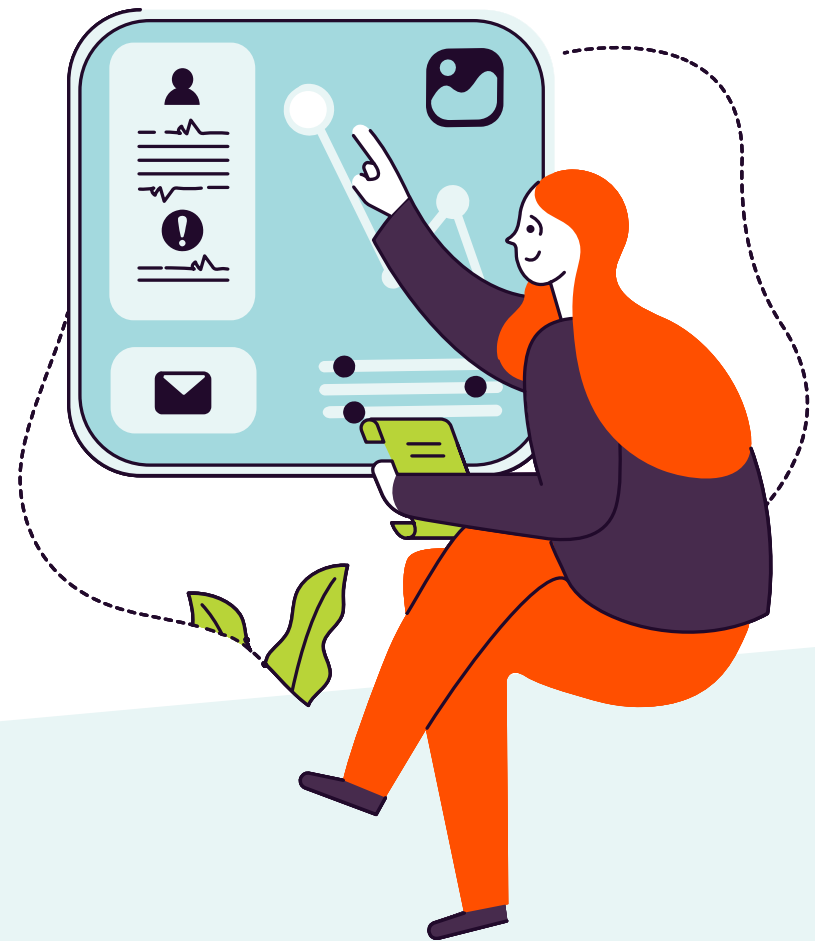# The Enablement Cloud

A Unified Platform for Engagement & Growth

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GTM Teams Need GTM Tech

It doesn't matter how great your product or service is if your customers' buying experience isn't just as great. This has always been true, and it isn't going to change. But the same can't be said for the buyer's journey itself. That certainly has changed—a lot.

For virtually every industry, the buying cycle has gotten longer and more complicated, meaning businesses have to do more to ensure that journey is an engaging one from beginning to end. What's more, customers are now in the driver's seat, learning most of what they need to know online, and reaching out to a representative only when they're nearly ready to buy.

Naturally, this shift has made sellers more dependent on the material their marketing colleagues create, which in turn has put extra pressure on marketing teams to think more about the way sellers work. And yet, for too many businesses, marketers and sellers remain worlds apart— and the technologies they use reflect it.

[1] https://www.kornferry.com/content/dam/kornferry-v2/featured-topics/pdf/2021-Buyer-Preferences-Study.pdf

79%
of prospects hold off on contacting a seller until after they've fully defined their needs.

57%
of prospects hold off on contacting a seller until they've identified the products they think will meet their needs.

But only
17%
of prospects finished evaluating solutions and resolved outstanding questions on their own.[1]

Both sales teams and marketing teams use cloud-based platforms to unify an array of disconnected applications. For sellers, clouds revolutionized customer relationship management; for marketers, they broke new ground in content, campaign, and data management. But sales clouds and marketing clouds are still as disparate from each other as the teams they were built for. Neither were designed with the entire go-to-market (GTM) process in mind.

Enablement teams emerged to support marketing, sales, and other customer-facing teams, driving revitalized GTM strategies more relevant to the modern buyer. But, while sellers and marketers have their respective clouds to make their particular tasks easier, enablement teams continue to wrestle with distinct and discordant solutions.

In other words, they're saddled with too many tools—a couple for content, a few for outreach, another for training, etc.—and typically from different vendors. To make things worse, those tools are all located in different places with no way of talking to each other. The result is a disjointed and often frustrating experience that undermines why those tools were adopted in the first place.

This dilemma limits an enablement team's potential, which in turn limits their organization's ambitions to accelerate employee learning, boost buyer engagement, and create the most effective content for winning deals.

It's time for a true GTM tech solution.

It's time for an enablement cloud.

Sales Content Management

Being able to manage content and surface the most relevant, up-to-date material on the fly—for the right buyer at the right time—is at the top of the functionality wish list for most enablement and sales teams. Organizations should be able to build, maintain, and control content using a scalable platform that makes it easy to organize, find, personalize, and share assets. They also want to clearly keep track of how a given document has changed over time so they can easily refer to a previous version should the need arise, maintaining a single source of truth for all approved content.

An enablement cloud is a fully integrated environment where users can quickly find content through intuitive search, filtering, navigation, and convenient previews of each document. Furthermore, leaders can leverage permission controls that restrict the discoverability of certain assets based on a user's individual role or the team they're on, among other criteria.

Leaders can also restrict specific components in an asset, ensuring crucial information and brand elements remain consistent across editions. In fact, audit trails of past approvals, annotations, and versions continually keep stakeholders in the loop on how assets have changed and when—with the ability to revert to prior versions as necessary.

Learning and Coaching

Enablement has evolved to encompass a wider spectrum of capabilities than ever before. This includes the ability to train and coach customer-facing teams for greater efficacy in the new era of selling. To get new sellers to quota-carrying capacity, you need to ensure they can communicate the company's value proposition efficiently and effectively. The longer it takes for them to do this, the fewer sales they'll make and the more resources you'll have to invest in to get them ramped up.

Furthermore, to close deals faster, sellers both new and experienced need continual education not only on updated products, industry developments, and new content, but also on how to improve their digital interactions.

The crux is being able to do all of this for hundreds or thousands of sellers at scale without sacrificing the needs of individual learners—and to aggregate results across all your onboarding, training, and coaching efforts at the individual, team, and organizational levels.

> **New employees who go through a structured onboarding program are 58% more likely to stay with their organization after three years.[2]**

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[2] https://www.contractrecruiter.com/employee-onboarding-matters/

An enablement cloud allows for a single, integrated learning environment where it's easy to create, edit, and deliver lessons that learners can take anywhere, be it on their desktop, tablet, or phone. With just a few clicks and drag-n'-drops, both enablement and sales leaders can build media-rich lessons featuring images, videos, practice modules, quizzes, and eLearning elements like click-to-reveals and flip cards.

The enablement cloud also streamlines the collection and aggregation of certain data, making it easier to measure the impact lessons have on individual learners and your business as a whole. These data include lesson completion, quiz performance, and how various skills, such as opportunity generation, objection handling, and negotiation effectiveness, improve over time.

Finally, there's coaching, which is another critical component of modern enablement. Coaching provides each seller the opportunity to improve their individual skills and achieve their career goals. It affirms for sellers they're being invested in, which in turn empowers them to do their best and helps solidify their loyalty to the business.

Unfortunately, coaching is often done without empirical evidence to inform and back up what's being taught. An enablement cloud offers recordable practice modules that simulate real-life selling scenarios, making it easy to generate personalized learning paths with assignable tasks and trackable progress based on qualities like clarity, confidence, and credibility no matter how many sellers you have.

48.2% of sales reps claim not to receive proper coaching, but 82.1% of their leaders claim to be providing it.[3]

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[3] https://www.saleshacker.com/coaching-for-sales-success/

Strategy and Planning

Just because an enablement team seems to have all the applications they could ask for, that doesn't mean they actually have what they need. What they really need is a single source of truth for all their efforts—and not just in terms of creating and distributing content. As with any function at any organization, the key to enablement success is a thoughtful strategy bolstered by a solid plan.

An enablement cloud can provide a centralized environment wherein an enablement team can derive advanced insights informing everything they work on, from playbooks to onboarding programs to product launches. Complete with auditing and reporting features, this hub not only streamlines an enablement team's ability to build on the success of past initiatives—fostering alignment on vision, goals, workloads, and stakeholder requests—but it also brings greater visibility to the importance of enablement as a function and its role in driving revenue.

Content Automation

Ensuring sellers can easily find the content they need and preserving the integrity of that content is only half the story because sellers also need to personalize and share that content. An enablement cloud ensures the content sellers surface is relevant by pulling information directly from your CRM.

Without even opening that content, a seller can see in preview why it's being recommended, including information about the asset's usage, how it's been rated by other sellers, how much interest it's generated among buyers, and more. And this is all visible within the seller's email application, so they don't have to toggle between tools just to find what they need and prepare it for sharing.

Furthermore, to streamline personalization and empower sellers to independently generate documents that reflect their firsthand knowledge of a given deal or customer, an enablement cloud can transform static content into dynamic templates with reusable components, so everything from pitch decks to case studies to proposals can be automatically populated with the most up-to-date information without requiring sellers to download or manually edit anything.

Modern workers regularly use more than 9 tools to do their jobs—and 68% of them switch between tools 10 times an hour.[4]

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[4] https://smartsellingtools.wishpond.com/2019-salestech-benchmark-survey/

Buyer Engagement

Today's buyer has more control over the buying process than ever before. With so many online resources at their fingertips, they've done their own market research, their own competitive analysis, and their own price comparisons long before they contact anyone. So, when they finally do reach out to a seller, their expectations are higher than ever before.

Being shoved to the end of the buyer's journey like that not only catches many sellers off guard, but it also leaves them with little influence on the buyer's decisions. That's why sellers need to flip the script and proactively reach out to buyers, intercepting their attention much earlier in the sales cycle. To accomplish this, sellers have to leverage a variety of content and channels, which typically results in a lot of sifting through assets, a lot of jumping between apps, and a lot of disparate engagement data that's difficult to aggregate and report on.

> **Gartner expects that by 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels.**[5]

[5] https://www.gartner.com/en/sales/trends/future-of-sales

When it comes to online interactions with buyers, email and social media are easily the most ubiquitous channels and each pose their own challenges for sellers. With email, it's primarily about efficiency. Sellers often have to send very similar or identical emails to several customers one by one when they'd rather just write one email that's automatically personalized for several recipients. As for social media, those sites are bustling with buyers ready to have conversations. But even with an accurate search feature, sellers can still struggle to find the right assets for the right prospects.

An enablement cloud allows sellers to access marketing-approved, appropriately branded email templates that can include editable and locked components. HTML-based variables draw information, such as a recipient's name, directly from the company CRM for seamless population at scale. So, if marketing identifies that a certain seller's contacts showed interest in an ad, a list of those contacts is created in the system and associated with the appropriate follow-up email template. The seller can then use that template to send a personalized email to each of those contacts in one fell swoop.

For social media interactions, an enablement cloud allows for the creation of curated content feeds from both marketing and third-party sources, ensuring sellers share only compliant, risk-free, and resonant content. Sellers also have the option to customize their social posts or use pre-approved text and imagery from the marketing team. And in both email and social scenarios, content can be included via links, rather than attachments, to capture buyer engagement analytics.
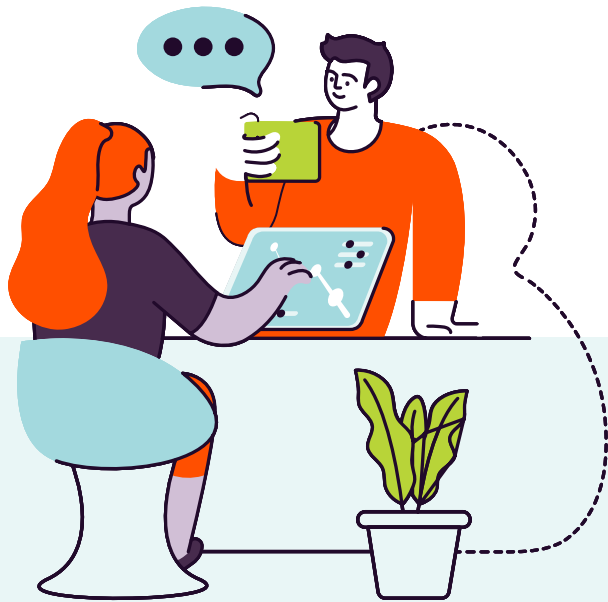
Marketers say interactive content is 93% effective in engaging consumers.[6]

But email and social are hardly the only ways—or even the most effective ways—of interacting with buyers online. Today's buyers prefer being in charge of their own content consumption, so the digital materials they're provided would ideally give them precisely that power.

Interactive content is inherently more engaging than static assets for exactly that reason. With the ability to pick their own path, buyers can consume the information they want in the order they want: an experience that mimics the online self-service models so many buyers are used to in so many other contexts (think online shopping and online banking).

And to take that interactivity to the next level, an enablement cloud allows for the creation of digital sales rooms, which provide a buyer or their extended team a single, secure environment—accessible by logging in through email or LinkedIn—where they can interact with a seller as frequently as they need to, get notifications about the latest activities in the room, as well as share, comment on, and tag information they're interested in.

On the flipside, the seller gets a secure environment that acts as a single source of truth for a specific deal. Using an intuitive drag-n'-drop design, they can cobrand the room, share hyper-relevant content, invite peers to join, answer posted questions, and have one-on-one conversations for the ultimate personalized digital selling experience.

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[6] https://www.inc.com/jonathan-lacoste/long-term-benefits-of-interactive-content.html

Enablement Intelligence

With so many buyers doing so much of their research online, it's no surprise that each of them generates a digital footprint. This footprint is a goldmine of leverageable data, revealing what kinds of content a given buyer finds truly engaging and allowing you to extrapolate what countless look-alike buyers will likely gravitate to. The catch is that these data sets are too large and complex for humans to analyze on their own.

An enablement cloud utilizes machine learning to do what no one's brain can: crunch vast amounts of data to uncover patterns and insights that translate into content recommendations based on the behavioral history of similar buyers at similar stages in the sales cycle. The result? Quicker closed deals and new opportunities.

Still Up in the Air About an Enablement Cloud?

While sales clouds and marketing clouds meet the unique needs of the teams they were designed for, such technology was missing for the very profession meant to bring those teams together in GTM harmony. That is, until now.

An enablement cloud is that technology. Offering sophisticated search logic based on user intent and features located natively within some of the most ubiquitously used programs, an enablement cloud is crucial for any business serious about maximizing not only the efficacy of its content, but also that of the people who create, share, and speak to it.

Take your content and learning initiatives to new heights with an enablement cloud.

Speak with one of Seismic's experts to get started.

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** and follow us on **LinkedIn**, **Twitter** and **Instagram**.