



SALES ENABLEMENT SOCIETY

ENABLEship

Bringing greater diversity and inclusion to
the field of enablement





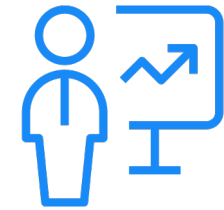
Program Overview



1. Current state and need
2. The ENABLEship program at a glance
3. Goals
4. How to engage
5. Program details

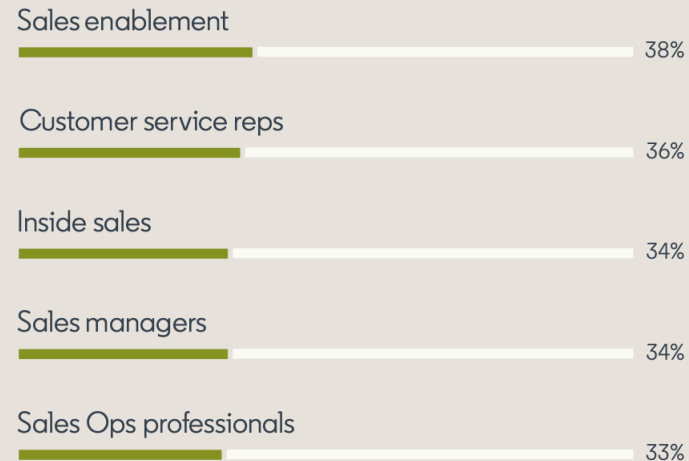
The Growing Opportunity

Enablement roles are exploding



Sales Ops, sales enablement and customer success will **remain a hiring priority**

Percentage of survey respondents who say they will be hiring "significantly more" in these roles.



Sales enablement roles have **grown 200%** in the last two years, ***18X faster than sales org growth!***

15.7k Roles posted on LinkedIn in one month (May-June 2021)

The Persistent Challenge

Why is this needed now?

Continues to be a **lack of diversity** in enablement roles, especially in leadership

Tremendous benefits for **more inclusive labor pool** that are not being realized

Entry-level positions were historically rare, creating **barriers to entry** while candidate **feeder pools** from sales and marketing also **struggle with diversity**

We can do better

A persistent program to source, train and place underrepresented candidates in **entry-level enablement roles**.

THE GOAL Democratize opportunity through learning and mentorship

THE PROGRAM

Provide **underrepresented jobseekers** with the **technical skills and qualifications** to begin a career in enablement and the **opportunity** to prove themselves

THE IMPACT

- ✓ **\$22 Million in wage expansion**
- ✓ **1,100 candidates placed** in next 3 years

THE PLAYERS

SV Academy: Recruit /train/coach

Sales Enablement Society: Industry engagement/content validation/program oversight

Seismic : Program champion

THE PARTNERS

Founding: Help to underwrite program costs with SES

Hiring : Sponsor interns and hire

Volunteer: Individual engagement- mentors, guest speaker, content contributors

The Objectives

What outcomes are we looking for?

Democratization of opportunity through learning and mentorship

**Tear down
barriers to entry**

1,100

placed in 3 Years

Wage expansion

\$22 Mil

recognized in 3 Years

**Build inclusive
hiring pipeline**

600

placements per year
by year 5

**Build diverse
leader pipeline**

80%

promoted after year 2

Partner Types

Ways to engage

01 Founding Partner

Engage by UNDERWRITING program costs including Sales Enablement Society resources

- ✓ \$35,000 commitment
- Marketing mention on phase 2 launch, drip campaigns, social and on persistent website
- ✓ \$55,000 Commitment
- Same as above + 3 partial scholarships in your company name or “in honor of”

02 Hiring partner

Engage by HIRING GRADUATES into internships and open positions

- ✓ Employer sponsorship fee at \$15,000
- ✓ Commitment to host an apprentice or hire full time in the next 12 months

Charter partners engaged prior to 10/25 included in marketing

03 Scholarship Partner

Engage by SPONSORING graduates through SCHOLARSHIP opportunities

- ✓ Partial scholarships starting at \$4,000 per student
- ✓ Micro funding through crowdsource fund

04 Volunteer Partner

Engage as an individual by lending your time and EXPERTISE to preparing candidates for long term success

- ✓ Mentor
- ✓ Guest speaker/facilitator
- ✓ Content contributor

Placement options

Ways to onboard

Bootcamp Graduation

Apprentice:

- ✓ Fast, custom matching
- ✓ 8 Weeks paid internship trial
- ✓ Convert to full-time

Direct hire:

- ✓ Candidate panel
- ✓ No internship period
- ✓ Interview direct to offer

12 Months of coaching
Community network
Additional learning opportunities

CS YOU Example Case study

Real success in similar program geared at customer success

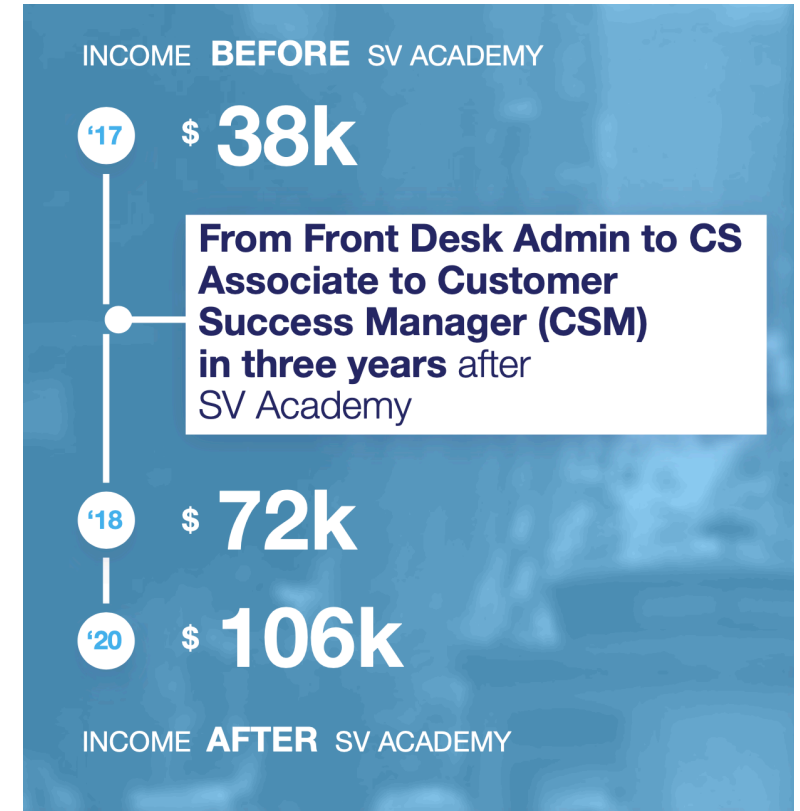
The CS YOU program provides a structured learning journey focused on the skills & mindset employers look for in entry-level CS Associates

This is a holistic learning experience, integrating:

- ~ Technical skills grounded in Tech Stack proficiency
- ~ Industry-leading Customer Success training
- ~ Social-emotional and leadership skills
- ~ DEI, Professionalism and career success
- ~ Critical thinking and creative problem solving



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ENABLEship

Want to know more?

Contact us at enableship@seismic.com