Worried about hitting your numbers? Boost your confidence with a smarter enablement solution.



More than 3/4 of buyers say they now prefer digital

self-serve and remote human engagement over face-to-face interactions.²



· Provide sellers with training materials and personalized

To adapt, businesses need to:

- content recommendations to engage buyers more effectively.
- Empower sellers to contact buyers where they are online with content that spans the buyer's journey.
- Learn what's really working to pivot on a dime for better results.

How? With a smarter enablement solution that truly offers end-to-end value **Better business** outcomes **Enable** Engage

loyal customers. • Onboard and upskill sellers faster so they're more productive sooner.

Enable

 Align content and learning with customer interactions for better guidance on what to say and do

Give your teams the skills, content, and context to win deals and



sales activity, leads generated, average deal size, and close ratio.3

A successful coaching program can

lead to a 25% to 40% increase in

Connect with buyers where and when

they want to engage.

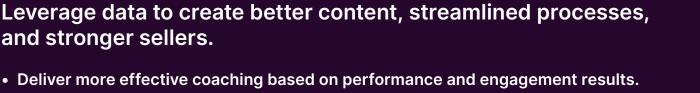
overall outcomes.

Quality coaching

 Provide better digital experiences for greater competitiveness.

prefer interactive content they can access on demand, as opposed to static content formats.4

70% of B2B buyers



Improve Leverage data to create better content, streamlined processes, and stronger sellers.

• Gain insights from sellers, process owners, and content creators for greater

can translate to 7% greater annual

revenue growth.5



Learn more about smarter enablement in the new digital-first world of selling.

Download the guide. \rightarrow

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