

# Worried about hitting your numbers?

Boost your confidence with a smarter enablement solution.



**Only 6%**

of chief sales officers are extremely confident their teams will meet or exceed their revenue goals.<sup>1</sup>



???

**Why?** Remote selling is the new normal—and adapting to that new normal is a must. That's where many sellers are struggling.

**More than 3/4** of buyers say they now prefer digital self-serve and remote human engagement over face-to-face interactions.<sup>2</sup>



To adapt, businesses need to:

- Provide sellers with training materials and personalized 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



### Enable

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

- Onboard and upskill sellers faster so they're more productive sooner.
- Align content and learning with customer interactions for better guidance on what to say and do



A successful coaching program can lead to a **25% to 40% increase** in sales activity, leads generated, average deal size, and close ratio.<sup>3</sup>

### Engage

Interact with buyers at the right time across every channel.

- Connect with buyers where and when they want to engage.
- Provide better digital experiences for greater competitiveness.

**70% of B2B buyers** prefer interactive content they can access on demand, as opposed to static content formats.<sup>4</sup>



### Improve

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

- Deliver more effective coaching based on performance and engagement results.
- Gain insights from sellers, process owners, and content creators for greater overall outcomes.

Quality coaching can translate to **7% greater annual revenue growth.**<sup>5</sup>



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

Download the guide. →

<sup>1</sup> <https://www.gartner.com/smarterwithgartner/4-strategies-to-rev-up-b2b-sales-growth-in-2021/>  
<sup>2</sup> <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/these-eight-charts-show-how-covid-19-has-changed-b2b-sales-forever>  
<sup>3</sup> [https://cdn2.hubspot.net/hubfs/123161/PDFs/The\\_5\\_Roles\\_of\\_High-Performing\\_Sales\\_Coaches.pdf](https://cdn2.hubspot.net/hubfs/123161/PDFs/The_5_Roles_of_High-Performing_Sales_Coaches.pdf)  
<sup>4</sup> [http://e61c88871f1fbaa6388d-c1e3bb10b0333d7f7aa972d61f8c669.r29.cf1.rackcdn.com/DGR\\_DG107\\_SR\\_VideoInteractive\\_Sept\\_2019\\_Final.pdf](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7f7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG107_SR_VideoInteractive_Sept_2019_Final.pdf)  
<sup>5</sup> <https://www.business2community.com/sales-management/how-to-start-a-sales-coaching-program-for-your-business-02142757>