Seismic

The Business Impact of Enablement & Training

Why is Enablement Important?

If you've done any enablement, you know it's a big job, and it can sometimes be hard to define. When we think about enablement here at Seismic, our goal is to remove barriers for our sales team to help reps optimize their performance, close more deals, and earn more revenue. That's everything from onboarding and training to ongoing practice and coaching—and all the tools and resources in between that empower sales teams to do better work.

If you look at enablement from a 30,000 ft. view, it's clear that there are many positive benefits. From more confident and efficient sales reps to better prospect and customer interactions, all these elements add up to some serious ROI on enablement.

But making a clear case for investing in enablement can be challenging. That's why we gathered stats on 15 ways that enablement drives more positive business outcomes. Turn the page to see how enablement can deliver remarkable ROI for your business.

Enablement Increases Revenue.

The Sales Management Organization found that companies that invest in high-quality sales coaching produce, on average, nearly 17% greater revenue growth than those who don't make the investment.

More than 90% of buyers report buying from a sales rep who was able to provide them with content throughout the sales process. Instead of sales reps struggling to provide the right content, proper sales training can provide them with the right tools and content to better serve their prospects.

The Aberdeen Group
found that companies with successful enablement and training programs have

32%
higher sales team quota attainment

24%
better individual rep quota attainment, and

23%
higher lead conversion rates.

Spend money to make money, right? Training your employees may seem costly, but it's worth it. SHRM reports companies that spend up to $1,500 on training per employee see a 24% increase in company profit versus companies who don't invest in their employees at the same level.

According to Harvard Business Review, nearly 40% of potential customers are more likely to close a deal with a sales rep who actively listens to their problems and provides specific next steps. With the right training, your sales reps can hone their listening, communicating, and problem-solving skills to foster relationships with prospects and create a better sales experience.

Enablement Drives Efficiency & Growth.

Over 80% of potential customers will take more time out of their day to listen to a sales rep if they are able to provide them with key insights about their business. Simply put, the right enablement and training better prepares reps to move deals through the pipeline because they have access to crucial information.

Sales reps spend up to 43 hours every month searching for information. The good news is that enablement better equips your sales reps to be more efficient and quickly find the info they need when they need it, so they can get back to doing what they do best: selling.

On average, a company's sales pipeline stalls around 60% of the time because sales reps don't know how to continue the conversation. Enablement and training gives reps the skills to handle objections and keep the conversation going.

Learning new workflows and staying on top of best practices is overwhelming, which hinders sales reps from actually getting to their work. Sales managers who spend 20% or more of their time coaching reps report seeing exponential growth in the employee's confidence, efficiency, and output.

According to Salesforce, 80% of consumers will take their time and choose to work with a company that provides the best experience through the sales process. To continue meeting quota, your sales reps need a process that enables them to serve prospects exceptionally well.

Enablement Improves Engagement, Retention, & Productivity.

The average ramp-up time for salespeople is between six and nine months. That means a lot of missed revenue opportunities for your team. The good news? CSO Insights found that effective sales training and enablement can help new reps meet quota up to seven weeks faster than the industry average.

The average tenure of a sales rep is approximately two years. But, if it takes nearly nine months to bring a new rep up-to-speed, that's a huge expense. A study by the Sales Readiness Group found that companies with great enablement have the lowest annual sales rep turnover at just 11.9% compared to a rate of 19.5% for organizations with less than satisfactory sales training.

> **Sales reps have to be engaged to help the business succeed. That's why the quality of enablement is crucial. In fact, sales acceleration platform, Spotio, reports that 65% of sales reps say they're more engaged with their jobs when the quality of their coaching and guidance is at a high level.**

On average, managers who have regular one on one meetings with their sales team members report 3 times higher engagement at work. From asking questions to receiving feedback, a large part of engaging sales reps is with regular check-ins.

This recent Sales Talent Study found that on average, the top 20% of sales reps at a company produce over 50% of the company's total revenue. With the right combination of online training, coaching, and content, gleaning best practices from your best reps can greatly increase the productivity and output of the whole team.
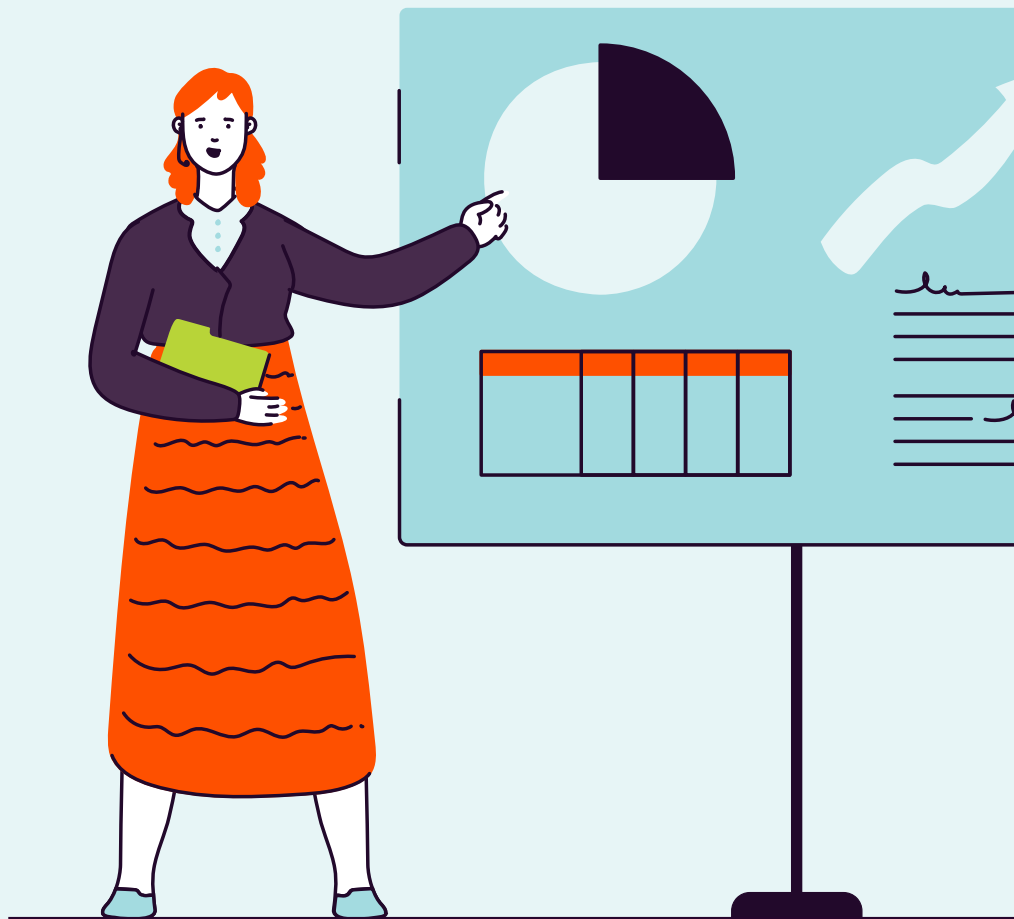
The Moral of the Story: Enablement WORKS.

Enablement and training is much more than a tool to coach and educate your sales reps. It's a solution that helps your entire sales team do better work.

From building confidence to keeping sales reps on the same page, enablement and training ensures that your sales reps spend less time worrying about the next steps of the sales process and more time winning deals.

Still not convinced? See how hundreds of customers use Seismic to deliver effective enablement and training to drive positive business results for their company.

Salesloft.

Find out how SalesLoft decreases ramp time and improves rep performance

Jostens

See how Jostens transformed its salesforce through on-demand training and practice

Seismic

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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