

The Ultimate Guide to Getting Started on Your Enablement Journey

From Knowing You Need It to Implementing It for Your Business



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INTRODUCTION

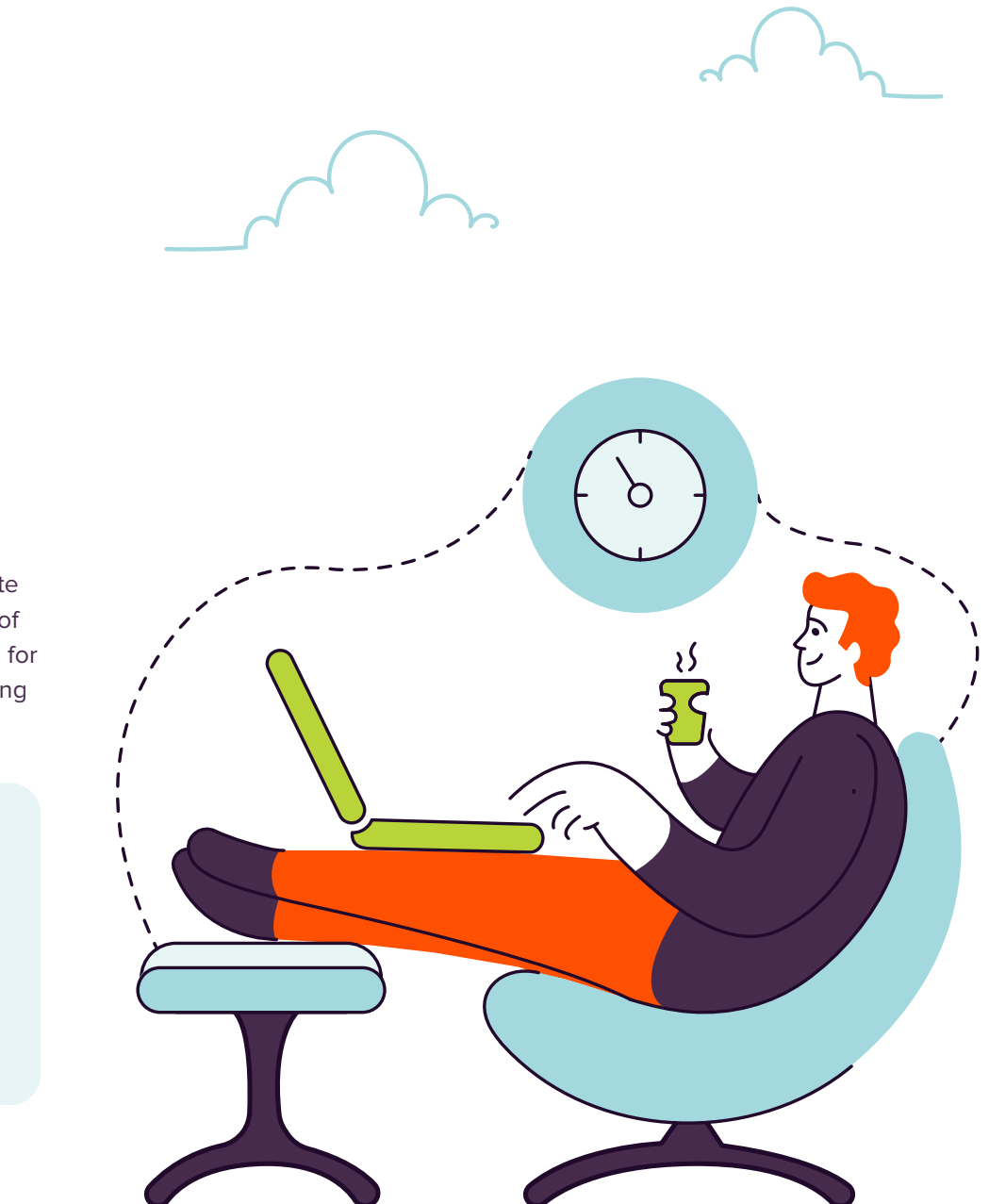
Is your tech stacked so high it's about to fall over?

That's how a lot of businesses are starting to feel because they've invested in so many software solutions over the years that they've practically lost track of them. Too many of these solutions don't integrate with each other very well—if at all—and many of them overlap in terms of the functions they fulfill, undermining the reasons they were purchased for in the first place: making the business more efficient, agile, and appealing to buyers.

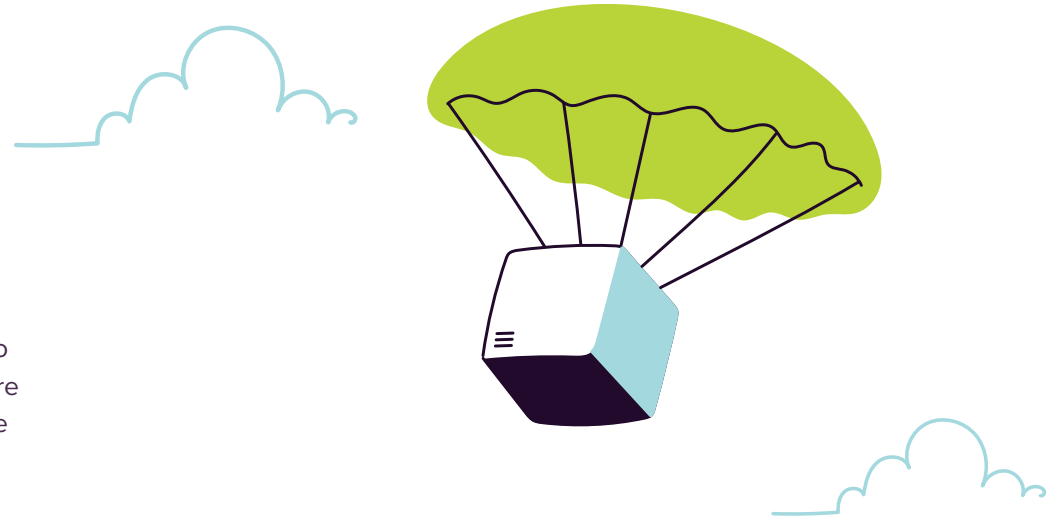


Because of the pandemic and the rise of work-from-home, McKinsey found that companies adopted several years' worth of new technology in just a few months.

Source: <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>



The mindset was that if a new challenge arose, surely some new tech would overcome it. But as the economy gets tougher, businesses are looking to eliminate whatever tech isn't needed. Unfortunately, that's easier said than done. Different teams rely on different solutions even to do similar things. So, who gets to keep their solution? Some solutions are so ingrained in the business that eliminating or replacing them would be too disruptive. But what if they perpetuate inefficiencies because they simply don't mesh well with other tools?



A sample of 6 million devices found that about half of all workplace applications went unused, amounting to more than \$44 million being wasted each month—and that employees were using multiple applications for the same purposes.

Source: <https://pantheon.nexthink.com/wp-content/uploads/2023/02/Software-License-Usage-Analysis-1-1.pdf>

So, what's the answer? Ironically, it's technology. Not more technology per se, but the right technology. Technology that empowers your business to achieve critical outcomes in good times and bad. Technology that can replace redundant and underperforming solutions while, through its intuitiveness, minimize potential disruption. Technology that can integrate with and complement the solutions you know you should keep.

The answer is enablement technology.

92%

of businesses using enablement technology say it's integral to weathering difficult economic times.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>





When you know you need enablement technology



So, how do you know it's time to seriously consider investing in enablement technology? It starts by considering the outcomes you want your business to achieve and the specific barriers in your way.

Barriers to better business outcomes

It takes too long for your sellers to ramp up

It goes without saying that the longer it takes your newly recruited sellers to sell, the worse it is for your business. But why is their time-to-productivity so long? Could it be the lessons? How are your lessons delivered? Can they be taken on any device? How long do they take to consume? Is it easy to aggregate results to see whether the learning material is working and where there are areas for improvement?



84%

of sellers say more training, coaching, and/or upskilling would help them close more deals.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>





Buyers aren't showing sufficient interest

What kinds of experiences are you offering your buyers? Do your sellers feel confident sharing your content with their prospects and customers? Do they have content for every stage of the buyer's journey? Are they personalizing that content to ensure it resonates with specific individuals and businesses? How is all this affecting deal sizes, win and renewal rates, and sales cycle lengths?

83%

of those who use enablement technology say it allows them to provide a better customer experience.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

Your operations could be more efficient

How much content are your marketers producing, and what proportion of it is actually used by your sellers? Are your sellers even able to find the content they need? How long are they searching for? Are they surfacing the right versions? How much time are they spending on personalizing that content? How do you know what content is working and what isn't?

84%

of businesses investing in enablement technology say it will help them operate more efficiently.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>



You're not getting to market fast enough

How quickly are you able to launch new products and services? Can you sense market shifts and respond to them in a timely manner? Are your marketers and sellers communicating with each other? Are they aligned on what their goals are and what buyers and looking for?

85%

of business leaders say an effective GTM strategy is important to the success of their organization.

Source: https://hbr.org/resources/pdfs/comm/Gong/CRE3220_HBR_PS_Gong_Oct2022.pdf



How enablement technology breaks down these barriers

If reflecting on the questions above evokes a sense of uncertainty, chances are your business will benefit greatly from enablement technology. With it, you can:



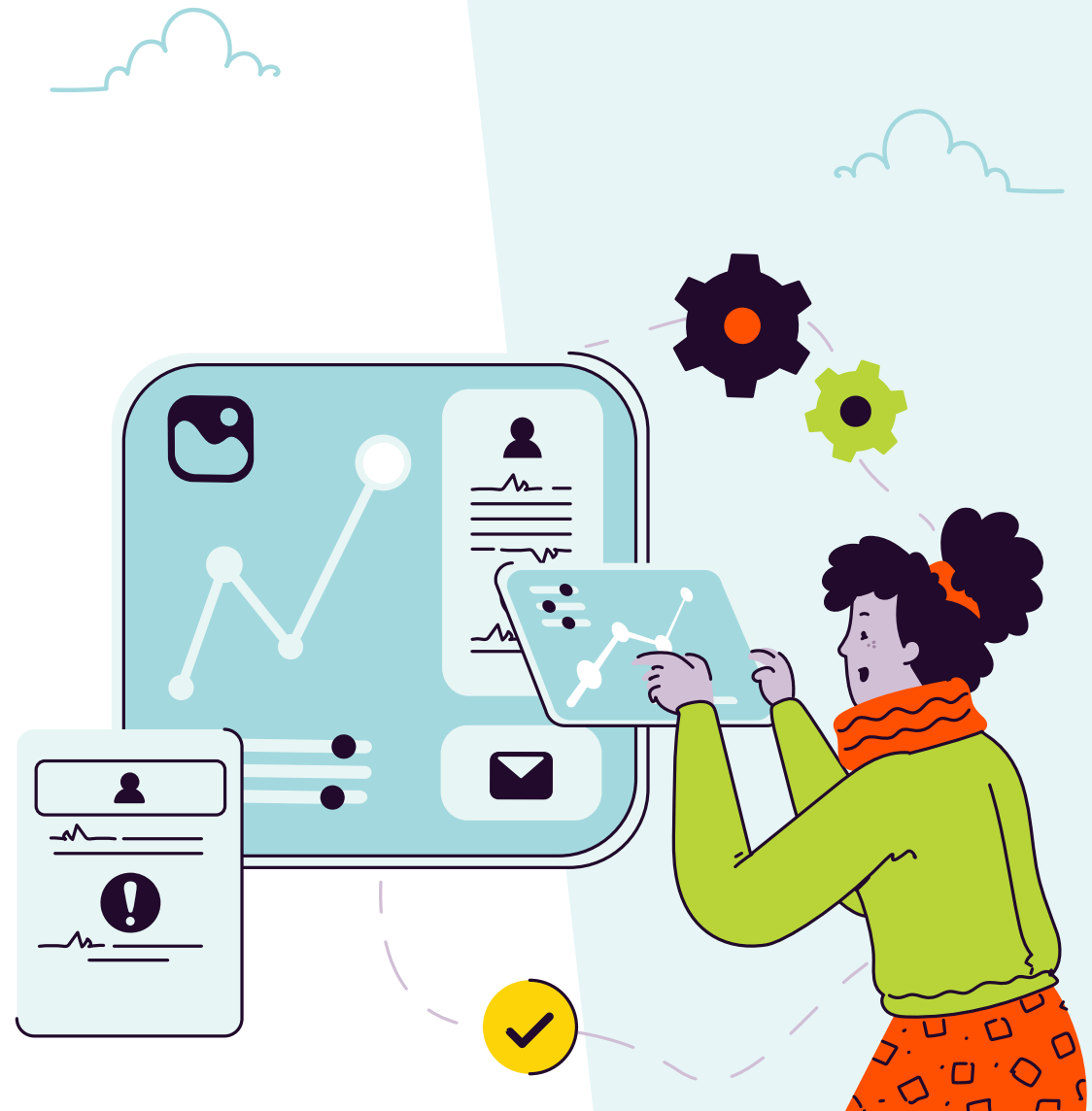
Easily build mobile-friendly, media-rich lessons learners can take anywhere while efficiently tracking results, providing individual feedback, and extrapolating how it's impacting the business

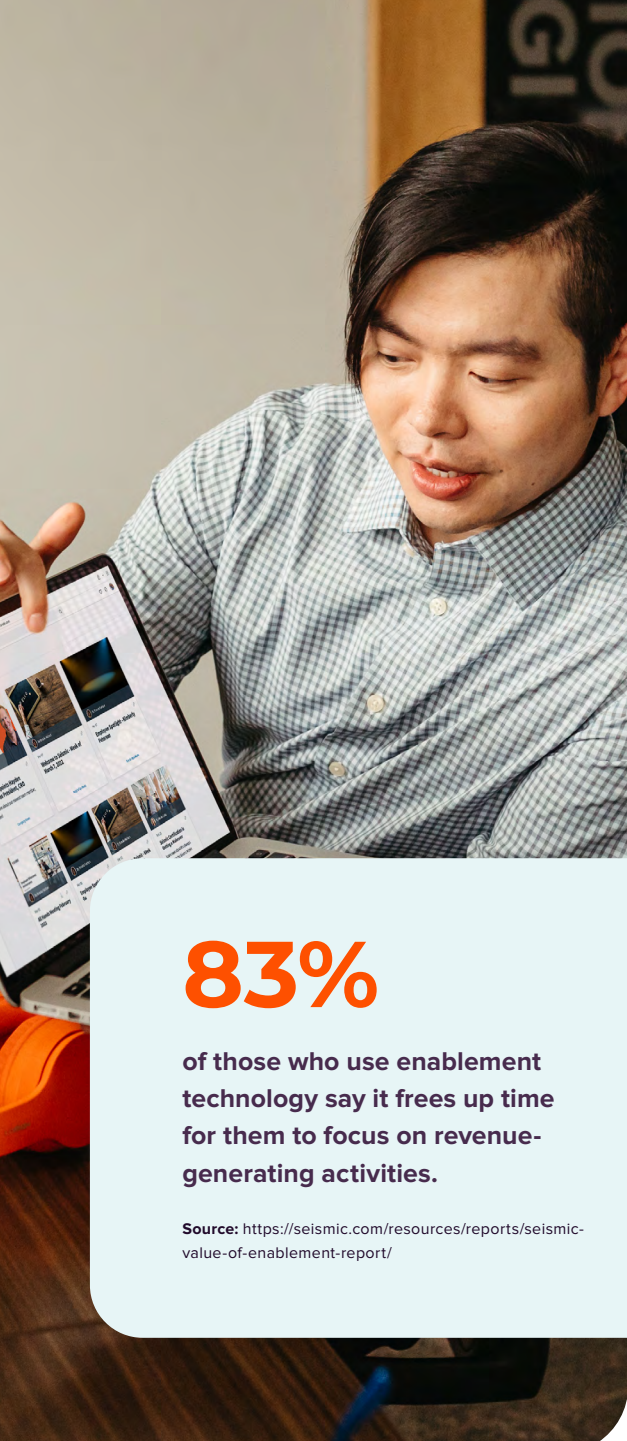


Design content that resonates with buyers at every stage in their journey while ensuring it's easily findable within a centralized library and that it's efficiently personalizable



Facilitate greater communication and collaboration between your marketers, who create your content, and your sellers, who share it with your prospects and customers.





83%

of those who use enablement technology say it frees up time for them to focus on revenue-generating activities.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

How to champion enablement technology at your company



So, you've determined you need enablement technology. Now you need to get it approved by convincing your company's key decision makers it's a good investment. How do you go about building your case?

Start by surveying your sellers and marketers

Design your survey so you can gain insights into how your marketers and sellers operate on their own and how they interact with each other. That way, you'll uncover pain points within each team as well as pain points between them, all of which enablement technology can remedy. And be sure to elicit answers that are both quantitative and qualitative.

Qualitative questions would include:

- Please rate how aligned the messaging and assets you use are with your customers' issues and concerns
- Please rank in order of priority the following tools you use every day
- Do you feel like you can collaborate with your Sales/Marketing colleagues?

Quantitative questions would include:

- On average, how long does it take you to find the content you need for a customer meeting?
- As a content creator, how many hours per week do you spend fulfilling one-off requests?

Qualitative answers are important, but numbers leave little room for debate. For example, you can demonstrate revenue loss by comparing quantitative information like the average salary of a sales rep versus how many hours per week they spend searching for content.



Clearly define the outcomes enablement technology can achieve

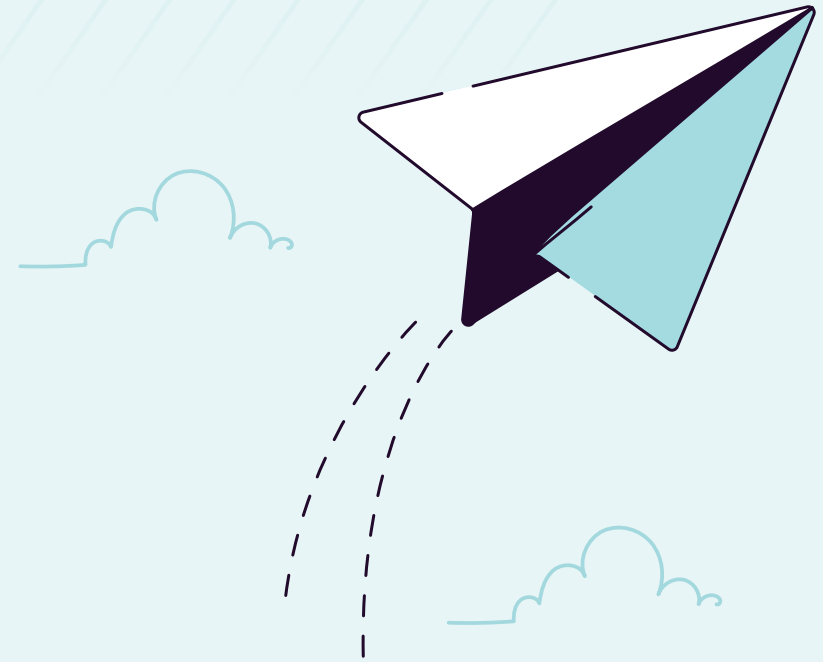
This essentially comes down to reframing the challenges you're dealing with (see above). Once you have the data you need from your survey, group it to reflect how enablement technology can:

- Get sellers ramped quickly
- Improve the experiences you offer buyers so they're more likely to buy
- Optimize the efficiency of your operations, especially in terms of content findability, personalization, and evaluation
- Facilitate going to market faster with new products and services

Be prepared for objections

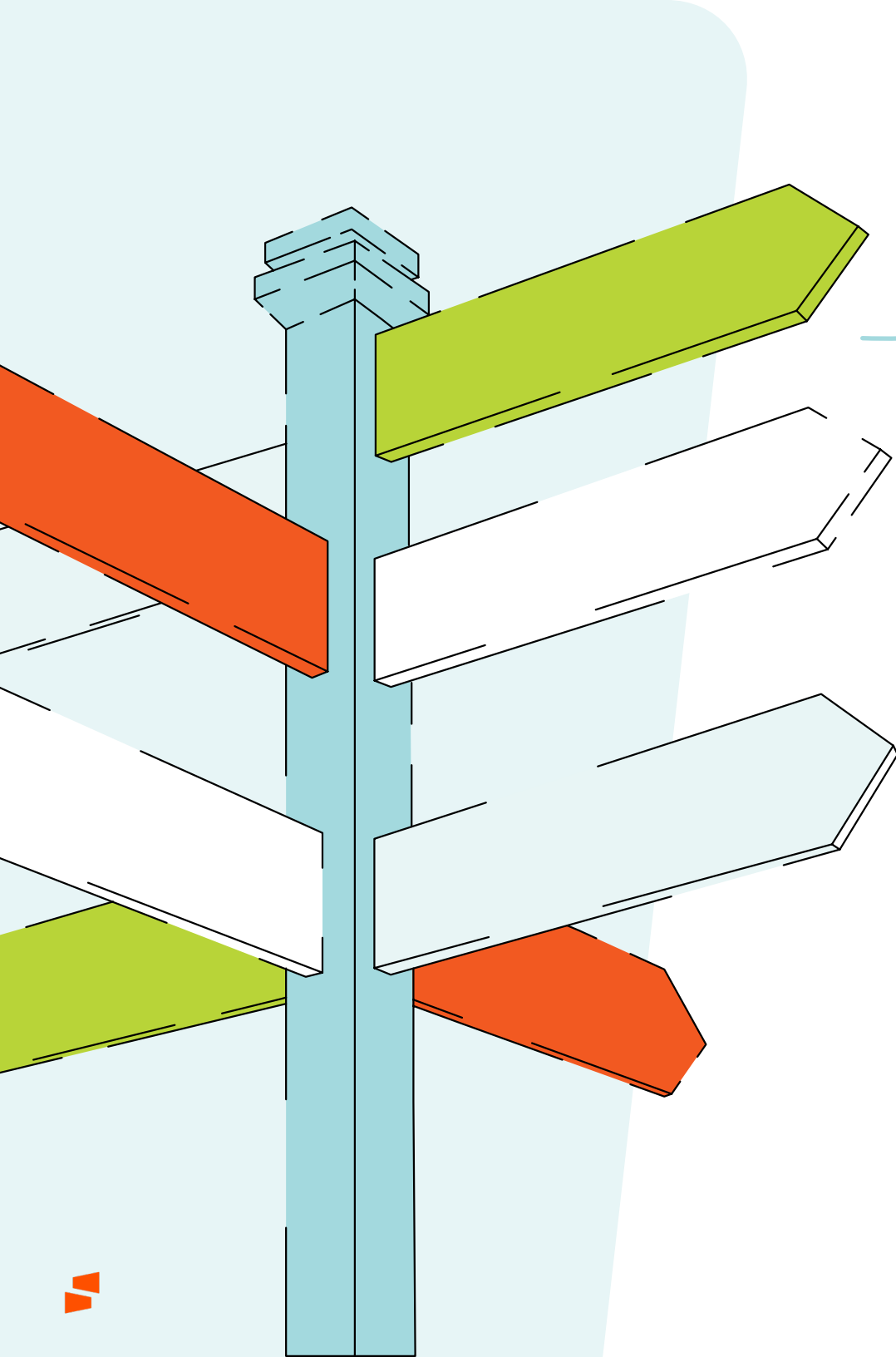
Regardless of how strongly you've made your case for enablement technology, those with the final say in its procurement wouldn't be doing their jobs if they didn't scrutinize it. The two most common objections you're likely to encounter are: "I don't think we have the budget" and "I want to be sure our sellers are focused on selling." Again, your survey results, particularly the quantitative ones, are key to handling these objections.

Reiterating the cost of poor content findability and usability in terms of wasted dollars and wasted hours are your most convincing points. Be sure to reiterate these survey results with third-party stats to underscore how enablement technology addresses widespread challenges and can become a competitive advantage.



Those without enablement technology spend an average of 10 hours per week tracking down, comparing, or revising content.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>



What to look for in an enablement technology vendor

Once you have your company's buy-in, it's time to find an enablement technology vendor whose solution will actually live up to the ROI promises that got you this far. There are key questions you should ask to get clarity on how their solutions work. Again, these should be reflective of the challenges you face and the outcomes you want to achieve.





Make sure the solution supports onboarding, training, and coaching

Some vendors offering “enablement” solutions are only referring to onboarding, training, and coaching while others are simply offering content management platforms. Of course, enablement is so much more than both of these, and having one solution for both of these aspects—among many others—leads to multiple repositories, disparate data, and siloism.

To avoid these pitfalls, get the vendor to describe their solution’s lesson creation capabilities, looking for features such as intuitive drag-and-drop design and interactive elements like click-to-reveals, flip cards, quizzes, and practice exercises like recordable chat, email, audio call, and video call scenarios—and ensure it’s all mobile-friendly. You should also find out if/how the solution is able to scale for many learners without sacrificing their individual needs, and how it’s able to measure the impact of learning on business objectives, revenue, and job-specific metrics.



48%

of sales reps claim not to receive proper coaching, but 82% of their leaders claim to be providing it.

Source: <https://www.saleshacker.com/coaching-for-sales-success/>



Ask how the solution ensures a good buyer experience

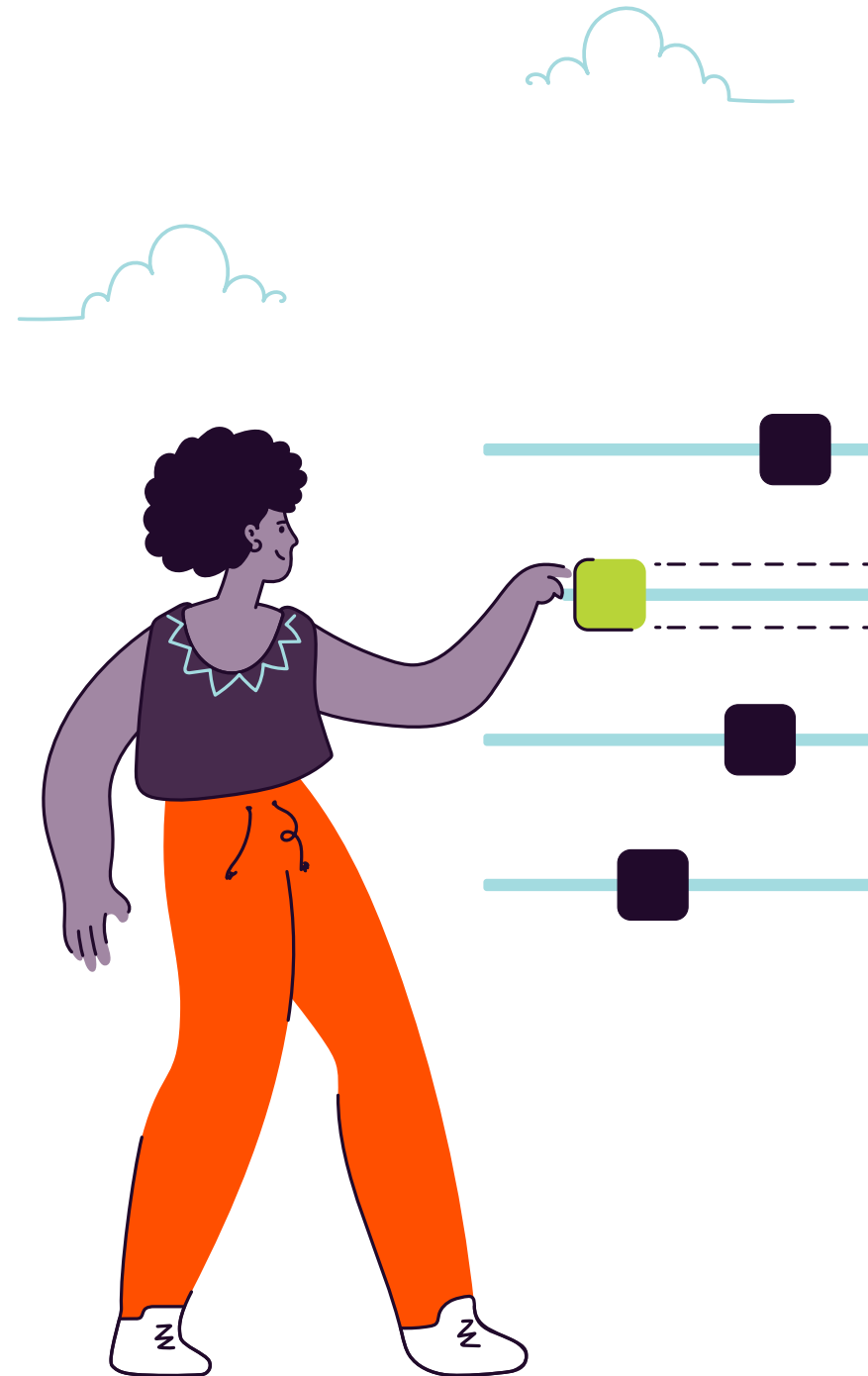
Content needs to be delivered in a format that ensures viewer engagement, meaning buyers should be able to consume it on any device and easily share it with their colleagues.

From the point of view of your content creators, the solution needs to offer automation capabilities that streamline personalization. It should also offer social engagement capabilities so sellers can post content to social media they know will resonate.

63%

of those who leverage content say their business's content is not sufficiently personalizable.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>





Get details on how the solution facilitates operational efficiencies

Obviously, the solution you're looking for should replace some of the disparate solutions you have and integrate with others you want to keep. It should be a learning platform, an analytics platform, a social engagement platform, and, of course, it should offer a single, centralized source of truth for all content that's easily searchable and serves up AI-driven, relevant results.

Diving deeper, you should inquire about how the infrastructure of that library works and what kind of control your administrators (most likely your marketers) will have over it. How can they categorize certain content in the system to ensure the right groups of sellers find what they're looking for? What features are in place to facilitate content creation, updates, and other forms of governance? Can sellers tailor their own individual content assets while marketers control core elements like universal messaging and branding? Can sellers conveniently access library content wherever they need it, be it through the company's CRM, their email accounts, their messaging apps, and their web browsers?

87%

of client-facing professionals say quick access to information and/or content helps them prepare for meetings and presentations.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>



Determine how the solution brings teams together

Your vendor's solution should gather information effortlessly and make it easily available for both marketers and sellers to see and analyze, especially content-related data. Marketers need to know how they can better orchestrate content production, curate the library, and see who is (and isn't) leveraging specific assets so they can investigate why. Likewise, sellers need to understand to what extent buyers are consuming the content they've shared. That way they can come together with their marketing peers to collaborate on better strategies.

58%

of sales and marketing professionals don't feel well aligned.

Source: <https://outfunnel.com/sales-and-marketing-alignment-2022/>





How to get started with your enablement technology

Okay. You've determined you need enablement technology, got buy-in from your company, decided on a vendor, and now you have it. Say goodbye to all your challenges, right? Not quite—well, at least not yet. Although, you're definitely on your way there. As with the introduction of any new technology, there will be growing pains. Chances are, your path to enablement maturity will follow three clear stages.

Stage 1: Control chaos

When you begin using enablement technology, much of what you do will be reactive. Finding content across different repositories and determining who has access to what will likely be your top concern while offering learning sessions and aiding priority users in an ad hoc manner. But make no mistake: this is a crucial stage because it sparks interaction with the technology and generates useful feedback for driving adoption and establishing it as a go-to resource.

Stage 2: Understand impact

The next step is to start evaluating how your enablement technology has improved the lives of your sellers and marketers. What's working well, what should be optimized, and what can be improved? Using the technology's built-in analytics features, you can shape the strategies needed to reach the third and final stage of maturity.

Stage 3: Drive transformation

At this point—the apex of enablement maturity—your enablement technology is well-established such that it serves as a centralized hub for collaboration as well as content organization, customization, and distribution. What's more, you're consistently leveraging advanced analytics to track objectives, identify areas of improvement, and make data-driven business decisions.



CONCLUSION

It's not about less tech. It's about better tech.

There seems to be a software solution out there for every challenge a business can come across. But too many of these solutions are so specialized that the businesses who adopt them encounter a new, larger challenge: too much tech, which brings with it redundant tools, disparate data, siloed teams, wasted budgets, and too many vendors to keep track of. The answer is a centralized platform from a single vendor that eliminates redundancies, integrates with indispensable applications, and ultimately exceeds expectations in terms of value and ROI.

Enablement technology is the answer. And while adopting it may seem daunting, recognizing how its capabilities align to your business's desired outcomes provides you with a basis to advocate for it, find a suitable vendor, and set you on a path to establishing it as a cornerstone in your tech stack.

Ready to learn more about how enablement technology can benefit your business?

[Speak with our team to get started →](#)

Curious what your ROI in enablement technology would be?

[Calculate your ROI →](#)

99%

of those who use enablement technology say it makes their jobs easier.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>





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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