Seismic

The First 5 Steps on Your Enablement Journey

1   Identify your stakeholders and survey them

Design and distribute a survey among your sales, marketing, operations, and enablement teams. *(Note: If your organization doesn't have an enablement team, share your survey with the people responsible for onboarding and training.)* Your survey should aim to uncover pain points within each team and between them. Ask a mix of qualitative and quantitative questions. Quantitative questions such as "how long does it take you to find the content you need on average?" are especially helpful to ask because they're hard to argue with.

## 2   Be clear about what enablement tech can do

Once you have your survey data, organize it to reflect how enablement technology can remedy the salient pain points. Some of the outcomes you want to highlight include ramping new reps quickly, improving buyer experiences, finding, personalizing, and evaluating the effectiveness of content, and going to market with new products and services faster.

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3

Research vendors and issue an RFP to the best ones

Research what solutions exist, where they differ from each other, how to implement them using industry best practices, and who the leaders in the space are. Use analyst reports and third-party reviews to inform your research. When you're ready, schedule meetings with the most appealing vendors so you can shortlist them based not only on their capabilities but on how much of a partner they'll be throughout your enablement journey. Then, have them respond to a formal RFP (request for proposal) to determine the absolute best choice.
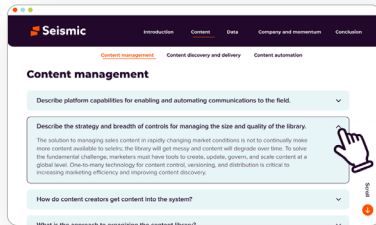
Wonder what questions you should ask in your RFP?

We've got you covered.

4

Prepare for objections

Before moving to the final step, anticipate how the ultimate decision-makers in your organization will scrutinize your work. 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.

5

Present your business case to secure procurement

It may seem counterintuitive to build a business case after you've already decided on a vendor, but doing so solidifies your reasoning before you present your ideas to your organization's ultimate decision-makers, namely your procurement team and the C-suite. In your business case, refer to the pain points uncovered by your survey, reinforce their significance with reputable third-party research, proactively address the objections discussed above, and highlight both ROI (i.e., the cost of the solution vs. the boost in productivity, efficiency, and closed deals it could result in) and implementation (i.e., how long it'll take to get started and the resources required). Your bottom-line message: Enablement technology is not just mission-critical; it's a competitive differentiator.

GUIDE

The Ultimate Guide to Getting Started on Your Enablement Journey

From Knowing You Need It to Implementing It for Your Business

Want to learn more? →