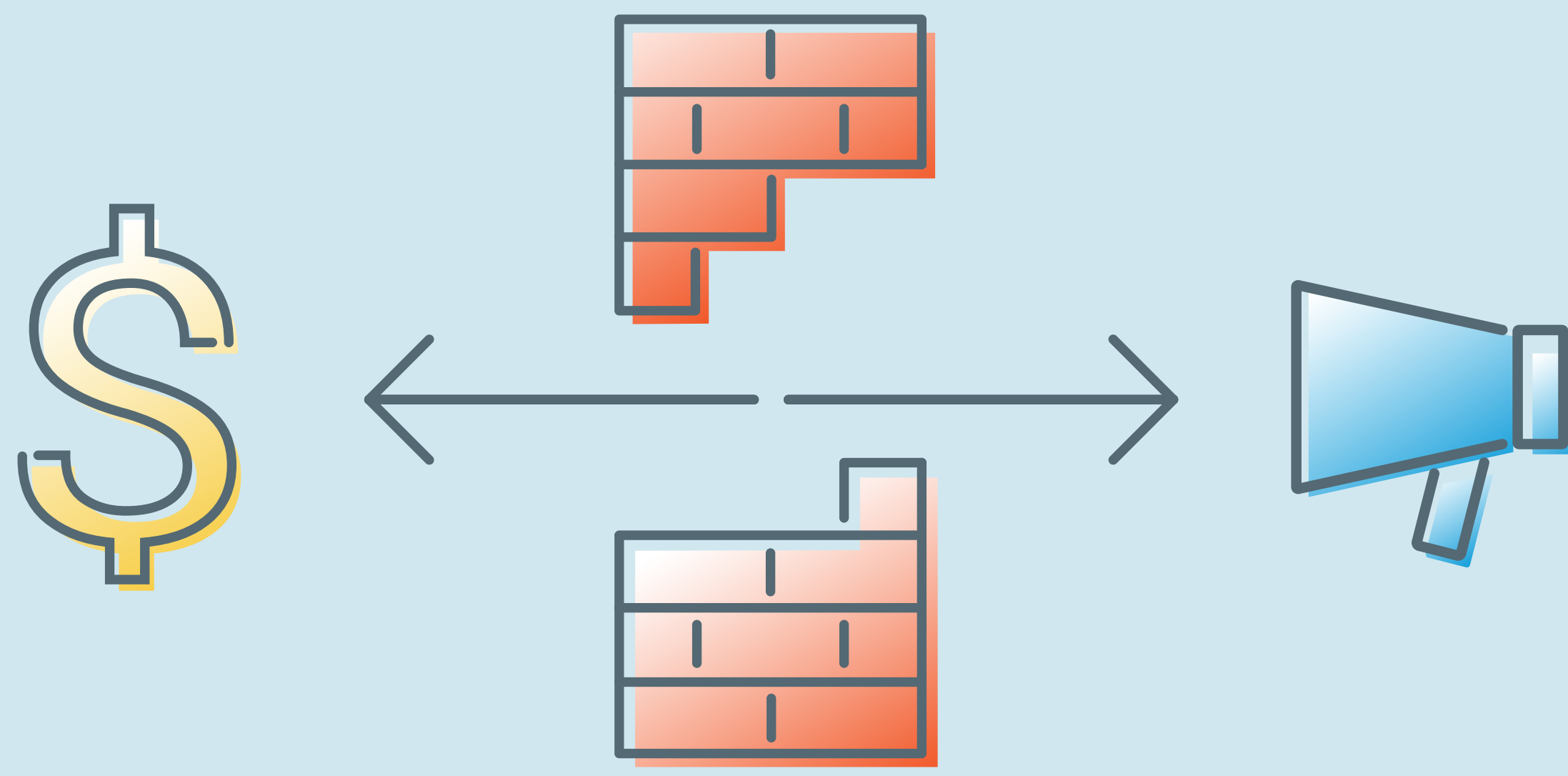


The Sales Enablement Cheat Sheet

Here's the quick version of everything you need to know about sales enablement!

The Definition



Sales enablement is the process through which traditional barriers are removed between Sales and Marketing.

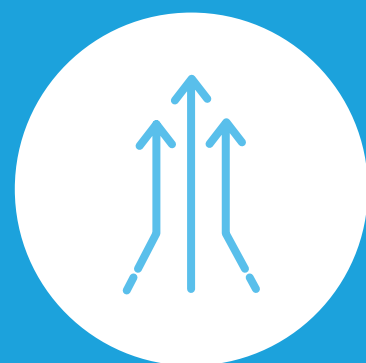
Sales enablement...



Improves the entire content process



Increases collaboration



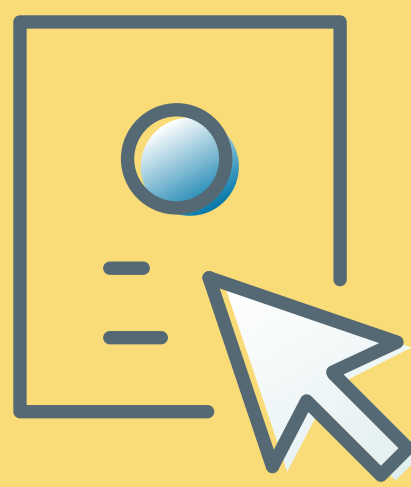
Enhances alignment



Unlocks insights that lead to better-informed business decisions

The Benefits

Organizations with a sales enablement platform experience:



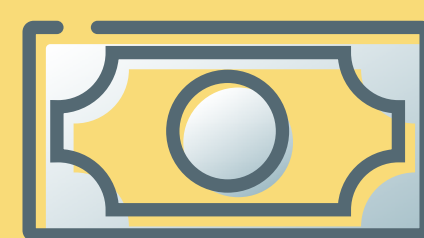
350%

Increase in content usage



275%

Boost in conversions

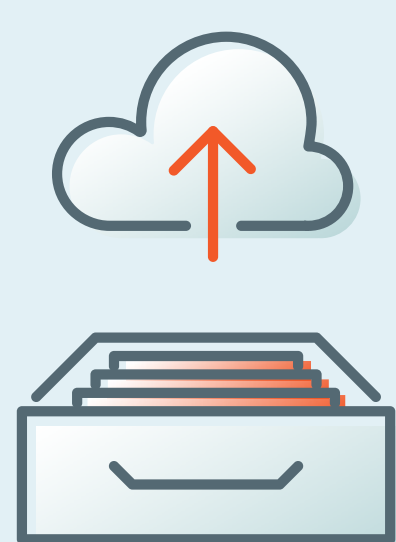


65%

More revenue generated by reps

Sales Enablement Best Practices

FOR CONTENT



Storage

Effective content storage **reduces the time** sellers spend looking for content and the time marketers spend managing content.



Reducing & Improving

Seismic has discovered that only 5% of content is used at a high frequency. That means **95% of content is simply taking up space and needs to be archived or updated.**



Taxonomy

Content organization plays a huge role in the ease of **discovery** and **manageability**.



Personalization

Sales enablement strives to provide sellers and marketers with the tools to **quickly create personalized content at scale.**

Only **5% of content** is used at a high frequency...



That means **95% of content** is simply taking up space and needs to be archived or updated.

FOR SALES & MARKETING ALIGNMENT

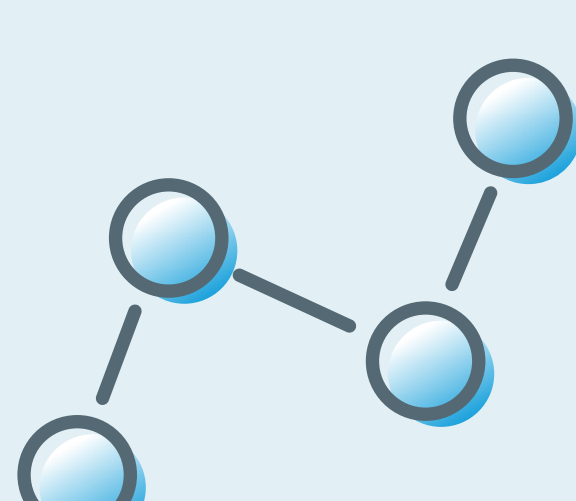
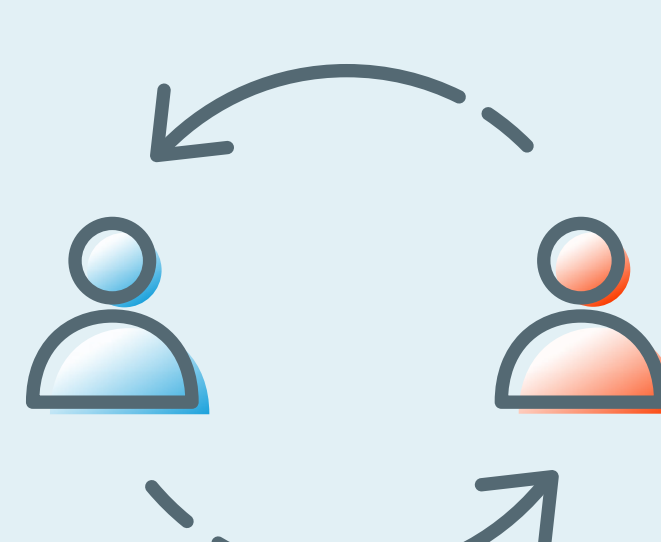


Sales Communication

By providing sellers with the latest information on competitors, industry trends, and organizational updates, **sales enablement gives sellers the tools to be as informed as possible.**

Increased Collaboration

Leading sales enablement solutions provide users with the ability to quickly and efficiently collaborate on projects, leading to **better results and better communication.**



Access to More Data

One of the greatest benefits of sales enablement is the amount of previously unknown insights that become available. **Sellers and marketers gain access to content analytics and ROI statistics that allow them to better plan and execute.**

Conclusion

Sales enablement is changing the way sellers and marketers work. By utilizing sales enablement, they are working smarter, more efficiently, and more collaboratively.

Everything You Need to Know About Sales Enablement