



Sales Operations - Build a Foundation to Exceed Growth Targets

SOEE what's new...

Leaders continue to navigate Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) to drive improved performance. Defining an effective SOEE model can be challenging. The outline below will focus specifically on **Sales Operations** and **provide guidance to establish a framework for success.**

As Sales Operations continues to evolve, more employers are researching and refining the responsibilities of this critical function. Building or rebuilding a Sales Operations team requires strategic vision, purposeful design, and enterprise investment.

SOEE what's the solution...

In order to develop a Sales Operations discipline, employers must outline strategy, structure, responsibilities, and skill expertise to deliver the intended results.



Sales Operations - tactical functions that support enterprise strategy to improve sales performance, product adoption, client retention, and reduce churn. A strong focus on data management, process design, and enabling technology will create a solid foundation for profitable revenue growth.



DATA MANAGEMENT

- identify key data capture and strategic importance
- establish governance and data quality measurements
- outline compliance metrics to ensure meaningful insights
- measure value and continually enhance the data model



PROCESS DESIGN

- define efficient workflow to deliver strategic enterprise results
- outline process, responsibilities, and training to drive adoption
- measure compliance and outcomes to improve reporting insights
- evaluate enterprise engagement and impact to align success



ENABLING TECHNOLOGY

- foster adoption of Client Relationship Management (CRM)
- prioritize enabling technology roadmap to support strategy
- develop infrastructure to strengthen sales and client retention
- connect multiple data sets to improve segmentation analytics

SOEE what's the value...

Sales Operations provides the linchpin to **Sales Enablement** and **Sales Effectiveness**. The SOEE alignment will improve performance and provide analytical insights to alter and refine business strategy. In today's data driven economy, real-time dashboards, reporting, and quick adaptation are key to navigating a competitive marketplace.