



Sales Enablement - Accelerate Business Development with Enterprise Alignment

SOEE what's new...

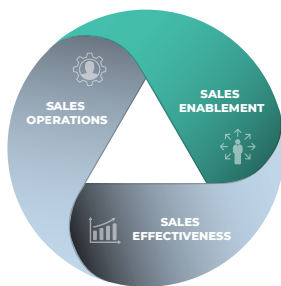
Business development is one of the most challenging areas that leaders face in today's economy. With information available in seconds, **sales strategy, execution planning, and tactical operations must align throughout the Enterprise.** In many cases, Centers of Excellence have competing agendas and unique priorities. Unfortunately, these conflicting priorities impact front line sales, product adoption, client retention, and Business Unit objectives.

Therefore, strong visionary leadership is required throughout Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) to drive successful Enterprise coordination. Relentless communication, teamwork, and continual transformation are instrumental to a successful SOEE model.

This article will focus specifically on **Sales Enablement** and **provide guidance on a potential framework.**

SOEE what's the solution...

In order to develop **Sales Enablement**, employers must first **define this critical function.** With multiple definitions in the marketplace, employers often comingle terminology (related to Sales Operations and Sales Effectiveness) and cause confusion with strategic and tactical responsibilities.



Sales Enablement - systematic alignment of technology, business development, enterprise strategy and initiatives to produce efficient and effective client engagement.



ENTERPRISE ALIGNMENT

- align sales, product adoption, retention, revenue objectives
- build strategic and tactical operations to drive plan execution
- establish communication, training, change management process
- adapt and learn from data insights and business intelligence



BUSINESS DEVELOPMENT

- coordinate sales, marketing, product innovation strategy
- organize market approach with technology solutions
- align contracts, product, pricing, solution catalog within CRM
- define success metrics, analytics, and performance targets



PROFESSIONAL GROWTH

- connect vision, strategy, and responsibilities to individual roles
- create value message, centralize and manage content library
- define consistent onboarding, training, and development
- build collaboration and communication to drive performance

SOEE what's the value...

Sales Enablement compliments Sales Operations and Sales Effectiveness. Alignment and coordination of SOEE has become a new challenge as the market continues to fragment each area of discipline. **The harmonization of each interdependent function is critical to sales performance, product adoption, client retention, and profitable revenue growth.**