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A MARKETING GEEK'S GUIDE TO:

SALES ENABLEMENT

ABOUT THIS SERIES

There is a lot that goes into your marketing strategy, and it's not something you should go at alone. Lucky for you, our experts have you covered. At Relationship One, our mission is to "Inspire Success." We hope that reading through this eBook will inspire you to try something new, solve a problem you've been dealing with, or invent something that will take your marketing efforts to the next level.

Let our experts help you dive into an area of modern marketing that you're curious about and let the inspiration flood in.

A MARKETING GEEK'S GUIDE TO:

SALES ENABLEMENT

Sales enablement is the process of providing your business's sales organization with the information, content, and tools that help salespeople sell more effectively. The need for the right content, guidance, and training has grown. Providing these assets and tools allows the sales and marketing teams to work together seamlessly.

This eBook is loaded with information for modern marketers who want to provide their sales teams with the most robust resources to make a sale. Read on for advice from the experts at Relationship One on how you can optimize with best practices, maximize your tools, and look at the future of sales enablement. Ready? Let's get started!

CHAPTER 1:

SALES ENABLEMENT BEST PRACTICES

Sales Enablement is the process used to help the sales organization improve the lead management process and ultimately assist in effective selling. It should be thought of as a strategic ongoing process to assist in sales execution. Oftentimes we hear sales and marketing teams have a bit of a contentious relationship, however, it's critically important to the business that these teams work together seamlessly. To that end, we are providing a quick review of things we've seen make a true difference in that relationship as well as assist in the sales process.

NUMBER ONE, ABOVE ALL ELSE, COMMUNICATION IS KEY!

Sales needs to understand the programs marketing is running and how they are meant to deal with leads that are generated from them. There are a couple great ways to handle this. When passing a lead to sales, we highly recommend including a description that contains detailed follow up information for the rep or a link to an intranet site where marketing keeps a running list of campaign details, launch dates, and follow up instructions. Additionally, it's nice to include sales (or at least sales managers or key reps) in your weekly or monthly marketing planning meetings. Let sales help guide you on aligning your content to the various pipeline stages of the buying cycle. Listen to their feedback on which programs are working the best. If they can be involved in the process and have input prior to launch, you get good buy in and it's more of a team effort. Often times, you'll be surprised how valuable their feedback can be to ensure the quality and timeliness of the leads marketing shares.

SECONDLY, TRAINING IS A MUST.

Hopefully your business has a formal onboarding program for your sales teams. Ideally, the marketing department is given the opportunity to explain their lead management process, provide training on any sales tools, and give a general overview on types of campaigns they plan to run that year. Ensuring there is adequate training on your products and selling techniques is key. Providing training to new employees is a priority, but the occasional 'lunch and learn' sessions for the veterans are great as well.

LASTLY, TOOLS AND PROCESS ALIGNMENT ARE QUITE IMPORTANT.

Oracle Marketing Cloud has several great sales tools available that marketing can extend to sales users. These tools assist in the sales process by giving reps the ability to see marketing outbound communications and client activity, while also having the ability to email their contacts individually using company branded templates. Additionally, think of the elements for the expected 'follow up' process of a campaign as tools. These can be prebuilt rep communication templates, thank you emails, or even lead follow up scripts. Lead scoring, when executed properly, is also something that can jump start the sales process. It can help ensure only leads deemed sales ready are passed to CRM. Remember it's quality over quantity! We also truly believe that having sales and marketing teams aligned on what the end-to-end campaign and lead management process entails is really key to success. We can't tell you how many client meetings we've attended in which sales & marketing are on completely separate pages regarding when a lead should be created and what happens once it is. Get agreement on 'what is a lead' and the SLA's attached to the lead life cycle. Then document it, train on it, include it in the follow up expectations. It should be part of sales and marketing onboarding and revisited regularly as the business needs or management changes.

Let's face it, making a sale is a company wide effort that extends far beyond sales & marketing. Working together as a team while ensuring everyone is on the same page regarding campaign launches and expected results is critical to filling the pipeline and managing opportunities to a closed deal. At the end of the day, marketing plays a key role in providing sales enablement tools and subject matter. Collaborating with sales to achieve goals should be top of mind.

CHAPTER 2:

MAXIMIZING YOUR SALES ENABLEMENT TOOLS

Sales enablement tools such as Profiler and Engage help sales organizations improve the lead management process and support the achievement of sales. Today, we'd like to share with you a few use cases of how these tools come in handy to help your sales team learn more and better communicate with their customers.

One use case for Engage is creating sales rep templates to support marketing campaigns. Marketing can create and launch a nurture campaign from Eloqua and then have branded matching templates available for sales reps to use with post-campaign follow up tactics. These templates can have a similar look and feel to match the campaign, yet contain personalized one-on-one content that can be sent directly from a rep to a customer as part of the lead management process. Many of our clients are using this method post-campaign to reach out with a tailored message to see if there's interest in the marketing promotion that was received.

With Profiler, one of the most common use cases is to use this tool for researching a prospect or customer's activity prior to outbound calling. For example, if you have a lead queue containing multiple contacts to follow up on, wouldn't it be beneficial to your conversation to know everything you can about that person's recent interests before jumping on the phone? Profiler allows you to review the lead's demographic info along with all of their marketing over the past several months. You can see what pages they've visited on your website and ultimately glean where their more recent interests lie so you can be fully prepared for your follow up calls.

Lastly, a use case that is constant in the sales & marketing world is aligning on the lead management process. To ensure your sales force is fully enabled and equipped with all necessary information to get a sale through the pipeline, it's of critical importance everyone agrees on and understands the process from lead inception to closed/won. A lead management workshop with sales and marketing management is a great way to come together once a year and ensure the right processes are in place and all participants understand their roles. This meeting can include defining pipeline stage definitions and process, reviewing available sales tools, and agreeing on lead and opportunity management.

We hope these use cases give you some helpful ideas about how to assist in the sales process and work together to ensure teams have a full understanding of available processes and technology.

CHAPTER 3:

THE FUTURE OF SALES ENABLEMENT

Sales enablement is the process used to help sales improve the lead management process and, ultimately, assist in the achievement of revenue goals. In today's environment it can be difficult to navigate effective processes while reducing cost and providing value. Things are changing rapidly with recent world events, and the way we sell is quickly evolving.

Smaller, more focused sales teams are becoming the norm. One hot trend is quality over quantity. Biggest is not always better, and we are seeing many customers streamline their sales teams. Remote selling is replacing on site face-to-face meetings. Sales is focusing on the 'human' side of the job where one-on-one conversations are closing deals and they are leaving the technical work to the tools.

Account-based selling is huge. Oracle now has an account-based version of Profiler on the horizon. Sales are using tools that help gather info on voids they can fill for their customer accounts (upsell/retarget). More than ever, business is competitive, and we need to understand that gathering the correct data prior to engaging in active selling is important.

Many of our customers are using this extra work from home time to engage in sales training. Statistics show Sales loses 80% of what they were trained on after one month of non-use and/or no re-training. The time when sales reps were resistant to change or not following the best practice process is over! Ensure you have a documented lead management process that Sales understands how to use. Additionally, using call scripts and providing background info on upcoming campaigns helps to ready the sales staff. New challenges arise quickly so you must ensure your training is dynamic enough to identify needs, and you must roll out solutions in weeks not months.

We see an uptick in using artificial intelligence (AI) to predict your customers next move and assist in the pre-sales process. Think of AI as a helpful companion. AI can help you seek out and pre-qualify new customers. Since it costs more money to acquire new customers than it does to keep old ones, this is a good place to invest your money. For example, can you go to any website today and not see a virtual chat bot? Aside from online chat, AI can include things like reading buying signals, communications, and personal data.

Taking sales activity data and migrating it to an IT managed platform such as Amazon Web Services (AWS) or Azure where it can be unified and used to analyze buying behaviors and ROI is another big trend. Understanding how all the data from a customer fits together (marketing, sales, customer service, etc.) helps teams to mobilize an effective sales and marketing strategy. Over 50% of deals dry up in the pipeline because the buyer journey gets no value add, and sales processes are not well managed.

Many sales operations departments are now seeing the true value of sales enablement and agree it's a must have function in operations. Successful businesses are already dedicating tools and people to the enablement process. These protocols and tools are proving their ROI and becoming extremely effective ways for sales to gain insight and experience dealing with their target accounts and prospects.

Collaborating with sales to achieve goals should be top of mind now more than ever.

WRAPPING THINGS UP

A MARKETING GEEK'S GUIDE

Now it's time for action! Apply what you've learned in this eBook to maximize meaningful sales enablement across the full spectrum of possibilities.

As you develop your resources, remember the ultimate goal — empower your sales organization to successfully sell by providing the best training and tools to make the sale.

Please visit Relationship One online for more content like this eBook or to request hands-on help from our experts. We love setting companies up for success. See you next time!