

*Is it time to
hire a*

SALES ENABLEMENT

MANAGER

MindTickle!★

What is MindTickle sales readiness software?

MindTickle helps increase productivity of sales in fast growing companies. The online and mobile platform combines readiness best practices such as bite sized learning, social, gamification, mobile etc with data driven approach and deep integration with CRM and other tools to make sales onboarding, field communication, product training and coaching highly effective.

Several \$Bn valuation startups such as Cloudera, Couchbase, Ola Cabs, Appdynamics, RocketFuel are using to prepare their sales teams.

Is Sales Enablement nice to have, or do you really need it

There are many factors that affect sales target achievement. Unfortunately, many of those are beyond your circle of control such as competitor pricing, state of economy etc... The good news is that predictable sales can be accomplished in any environment by adopting a disciplined approach to sales management.

Most sales organizations do a pretty good job at managing the well-known levers of sales management such as – hiring the right talent, actively managing the pipeline and CRM reports, optimizing OTEs and incentive structures. However, the number of organizations that leverage sales enablement the right way is shockingly low. MindTickle's survey of more than 40 tech-startups with > \$10M in venture funding – revealed that ***less than 25% of those organizations were even thinking about a systematic approach to sales enablement.***

Is Sales Enablement nice to have, or do you really need it

Most of those sales leaders claimed that they were too small and tight-knit to formalize the enablement function, and that they were (somehow) managing to achieve quarterly targets. But the fact that they may have been overlooking is that it is just a matter of time before the ad-hoc approach will start limiting the growth of these companies. What are the tell-tale signs that you could be in the same boat?

- Are you consistently losing deals in the last stage?
- Is the sales cycle all over the place?
- Do your new sales reps take 6 – 9 months to start hitting their quota?

If you answered yes to any of these questions, your sales funnel may need fixing, and it would serve you well to get an expert (aka sales enablement manager) to fix it. That is because most fast-growing sales teams start showing symptoms of a broken process, and it is important to plug these gaps as early as possible.

*Tell-tale signs
you need to hire
a sales
enablement
manager*



#1

Failure to identify the buyer persona and needs



#2

Lack of readiness to instantly respond to customer needs



#3

Lack of systematic process and tracking



#1

Failure to identify buyer personas and needs

Simply buying and setting up marketing automation and lead intelligence tools doesn't help. If there is limited adoption of those tools (as is the case in most fast growing companies), it is likely that the SDRs are not doing enough digging before and during lead prospecting and qualification. If the sales reps would make it a practice to look up the marketing automation system for what actions did the lead perform on the website, or do some basic research on what kind of type of buyer that they are dealing with, they could prioritize their leads and be better prepared to deal with the initial part of the sales process. Unfortunately, most sales reps need some hand holding and nudging to adopt these practices, and this is one of the low hanging fruit that sales enablement helps achieve.



#2

Lack of readiness to instantly respond to customer needs

Lets take the example of a common sales situation wherein the prospect raises a query about a product feature, asks for a relevant case study or pops up a question about a competitor's offering. If the SDRs are not truly "sales ready" i.e. they are not equipped with thorough product knowledge, up-to-date information on features, use cases and customer stories, they will not only contribute to lengthening the sales process, but importantly lose opportunities to communicate the value proposition of their offering. Such instances of sales unpreparedness can result in 30% longer sales cycles.



#3

Lack of systematic process and tracking

Every single one of the 40 fast growing tech companies that we interviewed confessed that they did not have comprehensive tracking of onboarding and ongoing training activities. Typically content was stored on document repository, and they had no clue about what content was being accessed and by whom. In most cases, less than 10% of sales training content was accessed even once by the sales reps. The participation in webinars and classroom sessions was either not tracked at all or recorded manually.

How does Sales Enablement in your organization stack up?

UNDEFINED

- New reps hit quota in > 9 months
- Win rate : < 10%
- Sales collateral distributed over email
- Sales process and buying process not defined
- Success metrics are unknown and not tracked

PROGRESSIVE

- New reps hit quota in 6 months
- Win rate : 10-20%
- Sales collateral distributed via a portal or intranet
- Sales process defined but not mapped to buying process
- Success metrics for top sales reps are known

MATURE

- New reps hit quota in 4 months
- Win rate : > = 20%
- Sales collateral distributed via a sales enablement platform
- Sales process is mapped to buying process
- Success metrics tracked

WORLD CLASS

- New reps hit quota in < 3 months
- Win rate : > = 25%
- Sales collateral has ratings and include playbooks
- Content is mapped to buying and sales process by persona
- Success metrics are mapped closely to get reps performing

So what is the value of hiring a sales enablement manager?



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