

The background is white with various abstract geometric elements. A prominent red arrow curves upwards and to the right. There are several blue shapes, including a large semi-circle at the bottom, a blue circle, and a blue triangle with white patterns. A purple wavy line is also present. Small black circles, diamonds, and dashes are scattered throughout the background.

9 TIPS TO: Increase Sales Enablement Productivity

BRAINSHARK

Introduction

The use of sales enablement as a business function continues to grow at a rapid rate. Every year, it becomes apparent how important sales enablement is in increasing win rates, ramping reps to productivity more quickly, and achieving higher quota attainment.

Over the past five years the sales enablement function has experienced a 343% increase, according to the State of Sales Enablement 2020. The report also showed that 87% of companies anticipate retaining or increasing their sales enablement budgets from their current levels in the next 12 months. Companies continue to recognize the value of sales enablement and are investing accordingly by either growing or adopting the function within their organization.

It is essential to align your company's strategic initiatives with your sales enablement plan to avoid focusing too much on the day-to-day tactics and ensuring you are focused on your organization's goals.

Wise sales leaders exceed revenue targets by adapting their sales model, leveraging technology, and enabling their reps to sell remotely. It has become

clear that having a dedicated sales enablement team is critical to the success of your sales organization. According to the HubSpot Research Global Sales Enablement Survey, 65% of sales leaders who have a dedicated sales enablement person or team outperformed against revenue targets.

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Successful organizations are transforming their enablement function. They're not just creating static materials and training guides. Sales enablement is no longer just a center for rep support but is now a proactive team tasked with improving sales productivity overall. The shift to partial or fully remote work has shown how the sales enablement function is critical for delivering the tools, technology, reports, and content your sales teams need to sell

more effectively. With fewer reps in person with their manager (either with a customer or on the phone), the practice of messaging and pitches through video coaching has become even more critical than ever.

On any given day, sales enablement professionals take on numerous responsibilities. There are the traditional activities like creating sales content, building formal learning paths, ramping up new hires, and providing continuous learning for the entire sales force. Beyond this, they need to work across departments to align with corporate initiatives, use data to measure the value of sales enablement efforts and communicate this value to the business.

Regardless of whether you are a single sales enablement practitioner or a team of ten with so much to do, how can you ensure you maximize your effectiveness?

This list of **9 best practices** aims to make life easier for sales enablement professionals with actionable tips for managing your time, galvanizing the people around you, and ultimately delivering results.

1. Leverage Peer Learning

As a sales enablement professional, you are always looking for ways to be efficient and effective. When a need comes up, how can you address it quickly without working overtime?

A peer learning strategy is a great way to supplement sales training and help reps improve by sharing best practices with the team.

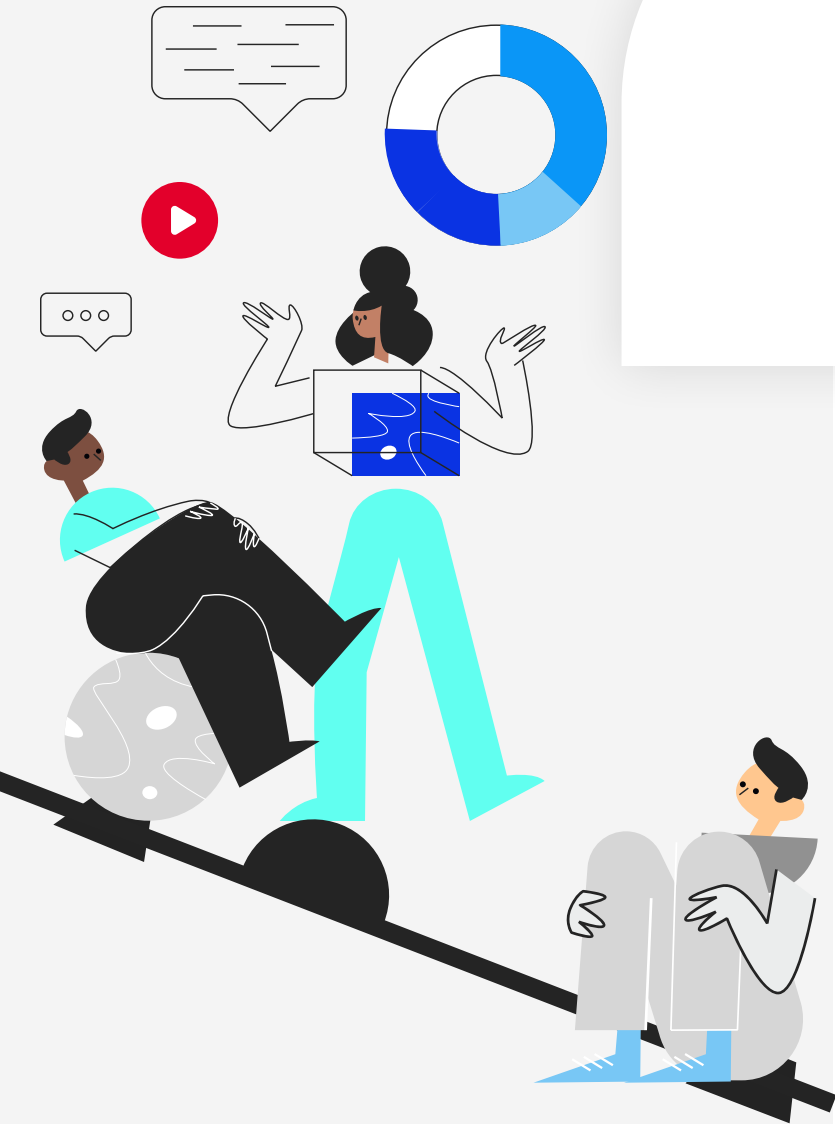
Sales readiness tools can make it even easier to foster this type of knowledge sharing. You can ask sales reps to record videos describing, for instance, how they won specific deals or successfully responded to common buyer questions. You can then turn

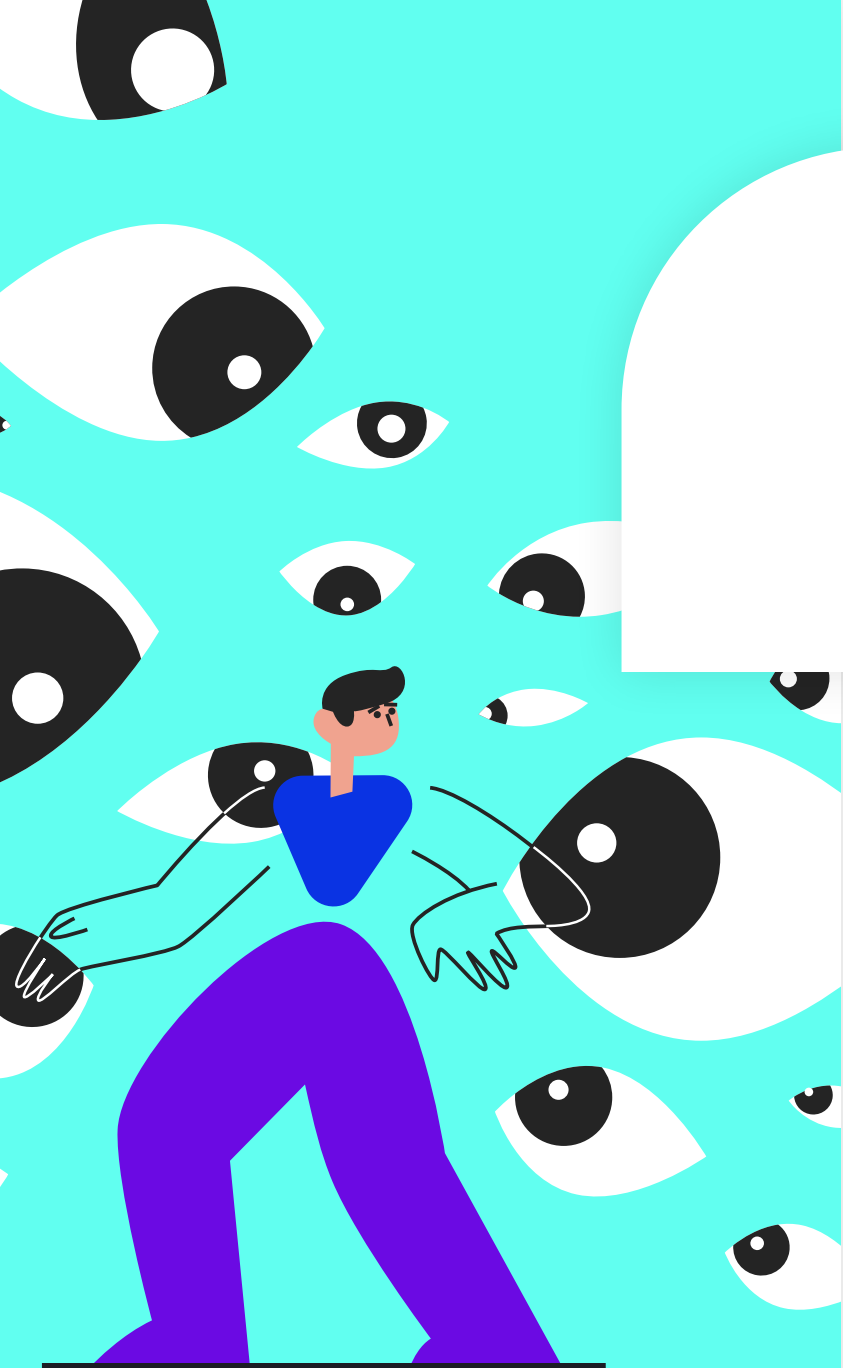
the best videos into peer-generated learning content to incorporate into your formal onboarding programs for new hires to review.

In addition, companies that leverage both a call intelligence (CI) software like Gong and a readiness platform like Brainshark can embed effective calls from their CI tool into their courses and curriculums, enabling hundreds of reps to learn from the examples.

By leaning on experienced salespeople as a resource for sales enablement, you can utilize existing knowledge to deliver more information to the field faster.

Read More: [Peer Learning for Sales: Managing the Chaos](#)





2.

Stay Laser Focused on Your Top 2 Priorities

As a sales enablement leader, you can't fix everything at once. But you can prioritize the initiatives that will have the most significant impact on your sales team.

Prioritization is can often be the most critical skill a sales enablement leader has; the ability to focus, delegate and say "no" are essential when time and resources are limited.

Start by gathering information from interviews with key stakeholders across departments, data analysis, and firsthand observations to determine where your efforts will significantly impact the organization. Ideally, you'll uncover one focus area geared

toward **sales efficiency** and another that targets **sales effectiveness**.

For example, if rapid growth requires your company to hire a large number of new salespeople this year, making onboarding faster and more **efficient** is a likely top priority. Or, if you're releasing a critical new product, creating training and practice activities specifically to ensure reps can **effectively** speak to the new offering is a must.

Instead of trying to execute ten different initiatives at once – perhaps unsuccessfully – you'll avoid the trap of stretching your team too thin and can channel energy toward delivering fantastic results on your **most critical initiatives**.



"You have to utilize technology (with a distributed team).

Learning how to leverage where your assets are, where your strengths are, and how you can empower people in other regions is going to help you be more sustainable."

**Bethany Atkinson,
Sales Enablement Manager,
Kronos**

Learn more: [12 Ways to Use Brainshark for Sales Readiness](#)

3.

Scale Your Efforts with the Right Technology

Technology helps sales enablement teams effectively deliver programs to the sales team. Adoption of sales enablement tools allows you to see a return on the technology investment quickly.

According to Sales Enablement Pro's State of Sales Enablement 2020, 56% of respondents utilize sales enablement technology to support their sales teams, and another 14% are actively considering bringing in a sales enablement tool in the next year. Sales enablement practitioners who leverage a sales enablement platform for their sales teams report win rates of 7 percentage points higher than those that do not utilize a platform.

The Sales Management Association found that firms using sales technology effectively

were 57% better at sales training and development than ineffective tech users.

Specifically, sales enablement and readiness tools can help you in several ways: allow you to create content easily (without being a content expert) and scale onboarding, training, and coaching, no matter how large or dispersed your sales force. Technology also makes your sales enablement efforts trackable, which is beneficial for both you and sales leaders; you can see the impact of your programs, and leaders can validate that their teams are always ready to perform.

With technology, you'll have better-organized sales enablement programs that are measurable and scalable, which will help you save time, be more efficient and effective.



"It is important to think of your managers as members of the sales enablement team. With the help of these front-line managers, your enablement initiatives will scale with the business easily."

Beverlie Heyman
Sales Enablement Manager
Brainshark

4. Create and Nurture Enablement Champions

Sales enablement done well is a team effort, and each team member may not have a sales enablement job title. A successful program involves everyone from marketing, product, and sales ops to sales management and the reps themselves.

Through education, buy-in, and support, there are several ways to make it easy for others to champion your enablement program.

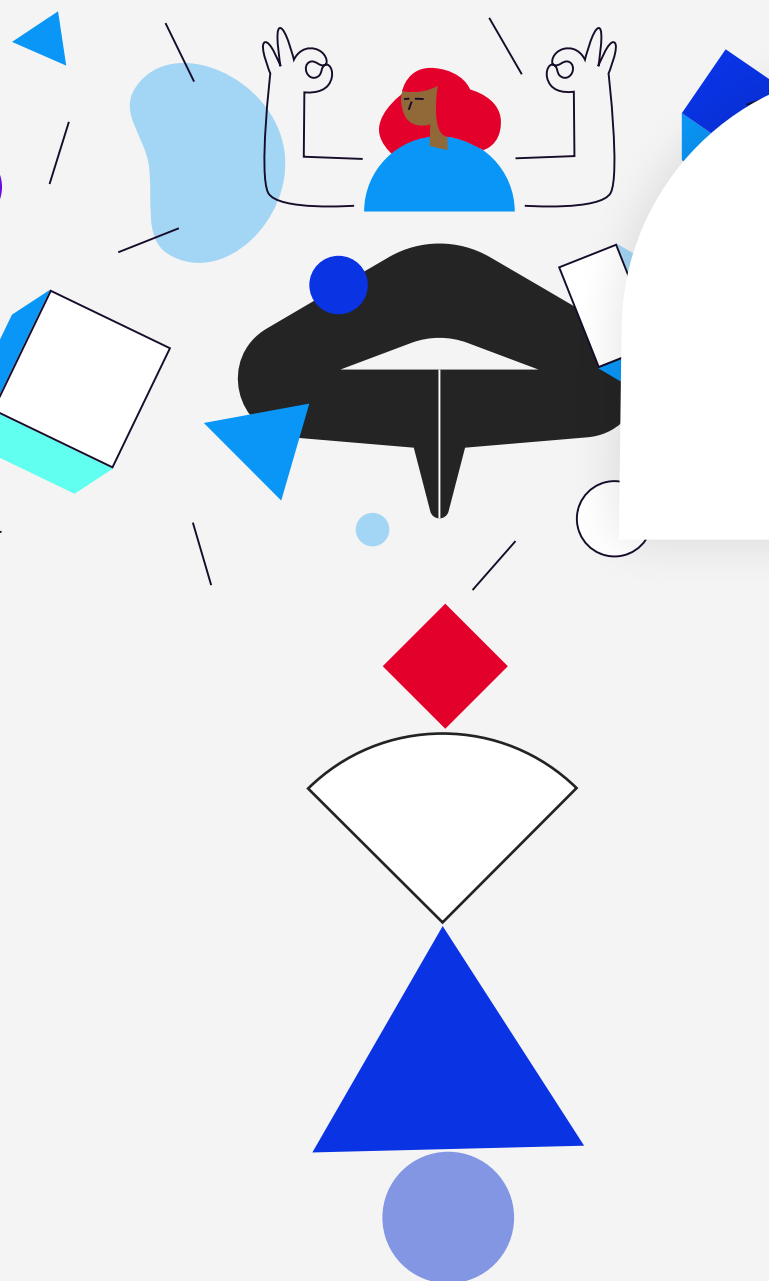
Executives: Sponsorship from the C-suite lays the foundation for other stakeholders to follow suit. Jill Guardia, executive director of sales enablement at TriNet, suggests:

- Speaking the language of your audience (ex: putting the impact of enablement in financial terms for a CFO).

- Using data to connect projects and requests back to the metrics sales leaders care about, such as time spent selling or deal velocity.

Managers: Getting your sales managers on board with your sales enablement initiatives is invaluable. For example, if you use a video coaching tool, block off 15 minutes on managers' calendars every day, so they will commit to reviewing reps' practice videos and providing feedback.

More champions in your corner mean less heavy lifting for you and more active participation in sales enablement from everyone else.



5.

Leverage Subject Matter Experts for Training Content Creation

For training content to be effective, it needs to have a substantial amount of expertise, whether it be around your product, messaging, or value proposition. The sales enablement team doesn't need to be the expert in everything – they can harvest knowledge from internal subject matter experts (SMEs) and turn it into training content for sellers.

A sales readiness platform with content authoring capabilities, like Brainshark, makes this process easy. You can bring SMEs

directly into the content creation process – which takes the heat off your team – by having them contribute their voice and knowledge to the content sales enablement has developed.

Gathering SME expertise will help you produce training content faster with less hassle and also increase the quality.



6.

Streamline Onboarding with the Agile Methodology

For example: you might design a two-week sprint that requires sales development reps to:

- **Review micro-learning content-** tied to making prospecting calls
- **Submit and pass a verbal assessment-** of the material (over video)
- **Complete a certification-** Ensure your reps are proficient at prospecting **before their first prospect call**

Time is the enemy for sales enablement pros when it comes to onboarding. You want new hires producing as quickly as possible. Not only are in-person training programs less practical but almost impossible in the current climate. Sales enablement leaders need a different approach.

Enter the Agile Sales Onboarding Methodology. This 4-step approach applies agile software development principles to new hire training, breaking the often months-long onboarding process into shorter periods (called "sprints") focused on building proficiency in key competencies through sales activities. (See example to left)

After each sprint, you can work with sales managers to identify what worked and what didn't to address any potential issues early on. For example, instead of getting too deep in the onboarding process, you can pinpoint areas where reps fall behind and assign more training and coaching before it's too late.

Because the agile methodology turns the onboarding timeline into short sprints and allows you to make adjustments along the way, it results in greater flexibility, responsiveness, and quick course corrections – all the things to keep your sales enablement program moving.

Read More: [The Brainshark Agile Sales Onboarding Methodology](#)

7.

Focus KPI Metrics Around 3 Key Questions

- **Are Reps Ready to Sell?**
- **Are Reps Performing the Right Activities?**
- **Are Reps Producing the Expected Results?**

When sales leaders have sales analytics tools to leverage, they use forecasting data, rep productivity/activity data, and team performance against quota to make strategic business decisions.

“Proving ROI” is easier said than done, but by focusing on the right questions, you can simplify ROI and better grasp the “why” behind your sales results – and enablement efforts. Plus, you’ll be able to clearly articulate the value of sales enablement to sales and company leadership.

Are Reps Ready to Sell? Readiness with the skills and knowledge needed to “wow” your buyers significantly affect sales

outcomes. But learning consumption only tells you whether reps have completed courses and checked the proverbial box. Incorporate assessments, like video coaching activities, to determine whether they’ve demonstrated that they can apply learning in the field.

Are Reps Performing the Right Activities?

Now it’s time to prove your reps are doing the right things to achieve success. Establish benchmarks for activity level in critical categories, such as prospecting calls made or outreach emails sent, based on your organization’s sales cycle length and average deal size. Start with the ideal result (example: quarterly quota is \$100,000 per rep). From there, you can calculate the

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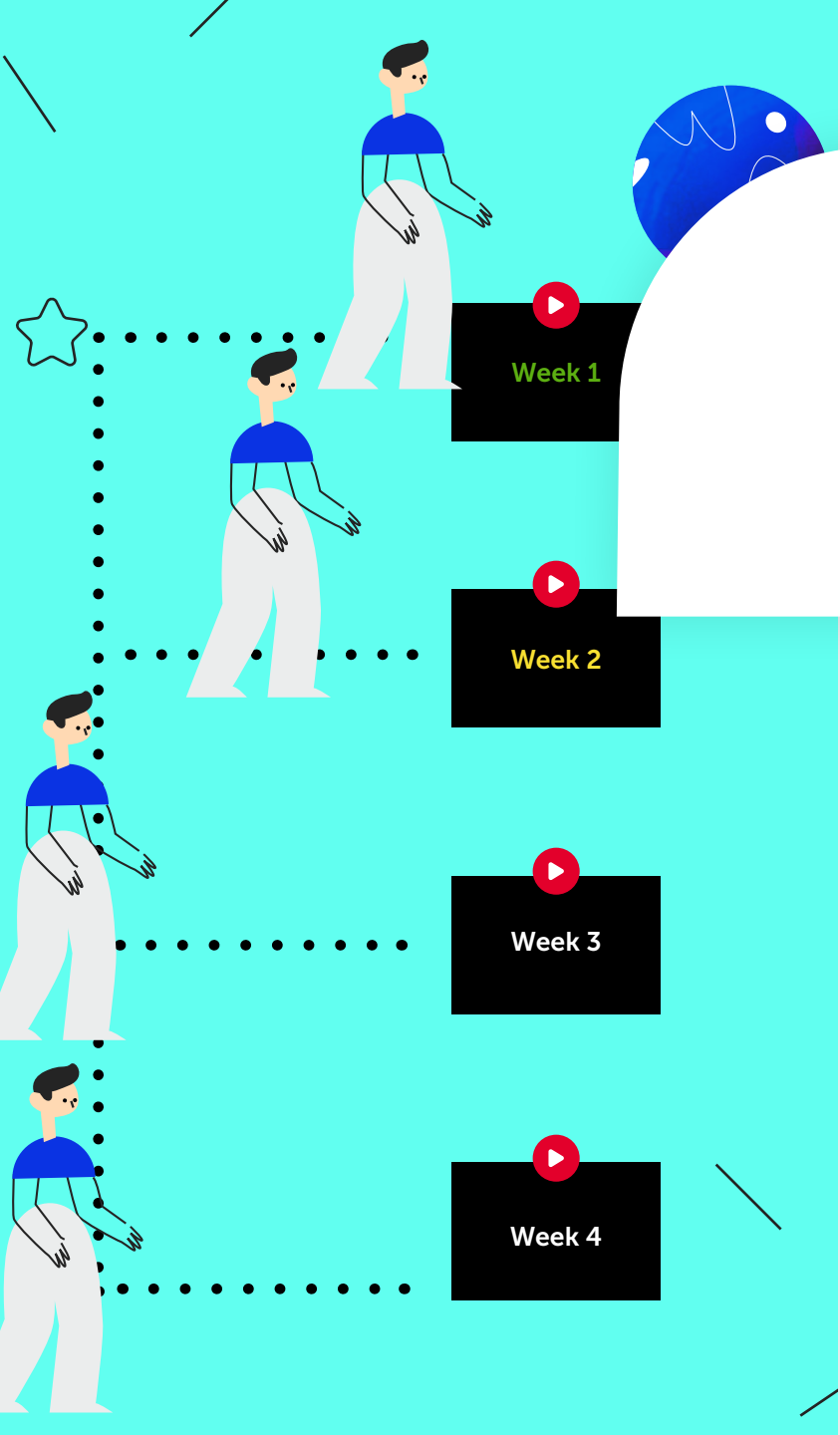
- **Are Reps Ready to Sell?**
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- **Are Reps Producing the Expected Results?**

number of opportunities each seller needs to hit their number and how many activities (calls or emails) they must complete to create those opportunities.

Are Reps Producing the Expected Results? Rely on the right metrics to give you a better understanding of rep productivity than quota attainment alone. Examples include run-rate productivity, sales velocity, and conversion rate. Also, understand which measurements sales enablement can directly influence (time reps spend selling) and indirectly control (time to first deal).

By answering these questions with confidence, you can more accurately diagnose problems in the sales process and figure out solutions – and more clearly demonstrate sales enablement's impact on the bottom line to sales leadership.

Read More: [3 Big Questions to Measure Sales Enablement Success](#)



8.

Maximize Learning Retention with Micro-Learning

According to leading biologist John Medina, when the brain absorbs a large amount of information too quickly, cognitive backlog kicks in, meaning the more information you try to consume, the less you'll remember. Passing the test doesn't mean a rep is ready to sell.

Now think about your sales training strategy today. How long is each training course? Is the content engaging and presented in a format that promotes learning? If your sales reps aren't in the best position to retain what they learn during training, then it's not only a waste of their time but yours, as well.

Incorporating micro-learning into your training strategy can help with the

engagement and retention of learning material. According to the Journal of Applied Psychology, micro-learning makes the transfer of learning 17% more efficient, resulting in greater understanding, application, and retention.

Video is an excellent tool for delivering this type of training. A sales enablement solution like Brainshark can help you turn PowerPoints, documents, and more into bite-sized, micro-learning courses – such as a series of short 2-minute videos for a new product curriculum. Since micro-learning is quick to create and easy to consume, you can maximize the amount of knowledge your reps take away from each training session, helping you allocate your time more effectively.

9.

Micro-Audit Your Sales Content

Sales teams need a ton of content – including training content, content to engage prospects, and other sales assets – and it's your team's job to create a significant amount of it. That's why it can be helpful to determine which types of content are an immediate need and which existing content is already sufficient. By performing a content audit, you can home in on any gaps and save yourself time because you'll know exactly which types of content to prioritize.

For example, you might perform an audit on content used to engage prospects. First, analyze which assets reps are using to engage buyers, and map it against the buyer's journey. Do you have sales content

that helps your reps have early, middle, and late buyer conversations, and is it effective? What do conversion rates look like at different stages in your sales process? Do reps struggle to provide relevant content to prospects in a particular industry?

Make it easy for the sales team to suggest content ideas and offer feedback by creating something as simple as a quick survey. Once you've identified any gaps in your sales content, you can then work with marketing and SMEs to prioritize creating or updating assets to serve those needs and ultimately make **your team more successful by enabling the sales team to shorten the sales cycle engage prospects.**

Want to learn more about sales readiness technology?

See a Demo: www.brainshark.com/see-a-demo

Contact Sales: www.brainshark.com/contact-sales



About Brainshark

Brainshark's data-driven readiness platform for sales enablement provides teams with the knowledge, skills and resources they need to perform at the highest level. With best-of-breed solutions for training and AI-powered coaching, as well as cutting-edge insights into sales performance, customers can ensure their sales reps are always ready to make the most of any selling situation.

With Brainshark, companies can: enable sales teams with microlearning or formal **training** that accelerates onboarding and keeps reps up-to-speed; validate readiness with sales **coaching** and practice that

ensure reps master key messages; empower teams with dynamic **training content** that can be created quickly, updated easily and accessed anywhere; and use powerful **scorecards** to visualize sales performance trends and make real connections from improved readiness to increased revenue.

Thousands of customers – including more than half of the Fortune 100 – rely on Brainshark to close performance gaps and get better results from their sales enablement initiatives. Learn more at www.brainshark.com.