BRAINSHARK
Power your content. Power your sales.

Brief

Making the Business Case for Sales Enablement Technology

The right sales enablement solution can drastically improve the effectiveness of your team. Do your key decision makers share the same vision? This Brainshark Brief explores 6 steps for making your case.

Sales readiness is one of the most critical components of any successful sales organization. It's not only how sales leaders ensure consistent, effective messaging is being delivered across the organization, but also gives them the confidence that reps are having high-value conversations that will close more deals.

The ability to maintain an effective onboarding program, continually train and reinforce knowledge, coach to mastery, and provide reps with the content necessary to prep for meetings are all critical ingredients for a sales team that's built for growth and success.

You know this. You also know **sales enablement technology can help boost these efforts in a significant way**. However, technology investments – especially new technologies – can sometimes be viewed as high-cost/high-risk, creating a roadblock for sales enablement leaders to navigate around. Success requires buy-in and support from others in the organization. Are you ready to make your case?

This brief covers six steps that can help you make a successful business case for sales enablement and readiness technology.

#1. Identify Your Needs

The first step in making the case for a sales enablement and readiness technology is identifying where your needs are. It may seem obvious that there's a need for increased sales productivity, but drilling down even further will help you build a more powerful case. Where are the gaps you are looking to fill?

For example, let's say you've estimated that your reps are spending five hours every week looking for content to prepare for calls. That's five hours they could've spent actually preparing or engaging in other selling activities. While five hours may seem like just a drop in the bucket, think of how many additional hours are wasted on calls that your reps aren't prepared for – and that the right technology could help with.

Once you pinpoint the specific needs your organization has, use this knowledge to do some initial research into solutions that make the most sense for your team.

#2. Familiarize Yourself with the Technology Market

Naturally, you'll want to gain a strong understanding of the technology on the market and the strengths of each offering. There are a number of solutions that fall under the sales enablement and readiness umbrella, but remember the needs you identified in the first step. For example, if your main goal is to **improve sales coaching** for remote employees and you are particularly interested in a tool that will allow video-based coaching, you'll want to look into solutions specifically known for their virtual coaching capabilities.

You can also do research on your prospective technology's reputation in the industry. Take a look at reviews or case studies. What do current or past users have to say about the product? Websites like G2 Crowd are a good resource for this kind of information.

Last but not least, you'll want to gather pricing information for the solution (or solutions) that you are considering as an option, as this will most likely be one of the first questions you'll be asked when you present your case.

Related: 8 Must-Have Sales Enablement Technology Features

#3. Get an Executive Sponsor On Board

It never hurts to have the backing of a key executive stakeholder. This could be a VP of sales enablement, head of sales or even your chief revenue officer. This executive will help champion your business case all the way to the final decision, and will have a key stake in the success of the investment.

Meet with your prospective sponsor armed with the right data, and show him or her precisely how you expect to achieve the maximum yield per salesperson with your readiness technology.

> Meet with your prospective sponsor armed with the right data, and show him or her precisely how you expect to achieve the maximum yield per salesperson with your readiness technology.

For example: Let's say you have 20 new sales reps, and onboarding is an area in need of improvement. Perhaps, on average, it takes new reps about three years to get to $100,000 in annual revenue, after which they plateau. In other words, it takes your reps three years to get to maximum output and fully ramp up. If your technology can help speed up this level of productivity to one year, you'd be able to generate $1 million more from those 20 sales reps during their first year with the company.

You might also bring testimonials from user case studies on how other companies have been able to improve onboarding and accelerate time to productivity. This is the kind of information your sponsor will want to see.

#4. Gain Support from Other Key Stakeholders

The decision to purchase the right sales readiness technology shouldn't be made in a vacuum. In addition to your executive sponsor, **be sure to engage anyone and everyone who has a stake in making the adoption and implementation a success**, including those outside the sales team. This may mean human resources, marketing, or anyone else who contributes to the sales learning process.

> The decision to purchase the right sales readiness technology shouldn't be made in a vacuum.

Also think about any systems you may need your technology to integrate with, and who else will be using the new solution. If your sales managers will be tasked with this, you'll want to ensure you get their support as well. Is the solution easy for managers to pick up quickly and use? This is a potential roadblock that needs to be addressed prior to purchasing your new solution.

#5. Present Your Business Case to the Decision Maker(s)

So you've gotten all of your stakeholders on board, gathered all of the data necessary to make your case – now you just have to present to the primary decision maker. This may be your entire executive team, the head of your department, or maybe your CFO.

You'll want to **present only the most important information**, at the highest level. Present the status quo alongside what your sales productivity would look like when bolstered by this new technology. Explain how sales readiness will become part of your culture. Show that you have created a change management game plan around the cultural transformation to ensure successful adoption.

Finally, just because you are going into the conversation presenting details at the highest level doesn't mean you shouldn't be prepared for specific questions. *How is this going to help sales hit their targets? What kind of ROI should we expect to see? How long will it take to implement?* Be confident and show that you've done your homework!

#6. Set Your Technology Up for Success

Of course, the buying decision is only half of the success equation. Once you've made your case and gotten approval, it's a good idea to **create a project plan** to put your sales team in a position for successful adoption out of the gate.

Your project plan can include your criteria for success, realistic timelines, and key points of contact.

Ensure that your champions fully understand and are able to convey that sales readiness is about a mindset shift. The learning process should never be over. Reps should be ready and prepared to come to every single sales conversation with the knowledge to win the deal—and with the right technology in place, sales leadership will have the confidence that reps are capable of doing this as well.

Summary

Sales enablement and readiness technologies provide powerful solutions to the challenges that impact B2B sales productivity. Success starts with doing your homework and choosing a solution that's the best fit for your team's needs. This will make it easier to get the support of an executive sponsor and other key stakeholders – but your job doesn't end there. To ensure successful adoption of your new solution, create a project plan that will keep everyone on the same page. With these tips in mind, you'll be on your way to an airtight business case and a more productive and efficient sales force.