

A hand holding a smartphone is shown on the left side of the image. The background is a dark blue gradient with a network diagram overlay. The diagram consists of white dots connected by thin white lines, forming a complex web. Several nodes are labeled with hexadecimal strings: 01ACD9, 9898AA, 76BCG4, A01387, AAB659, ABGG77, 23FFC5, and 7G7GH6. The text '8 MUST-HAVE SALES ENABLEMENT TECHNOLOGY FEATURES' is centered in the lower half of the image in a large, white, sans-serif font.

8 MUST-HAVE SALES ENABLEMENT TECHNOLOGY FEATURES



Introduction

In the market for a sales enablement and readiness technology? You're not alone.

The number of companies with dedicated sales enablement functions has skyrocketed over the past few years – and so has the volume of tools and solutions available to help support them. The key to choosing the right one for your organization comes down to a clear understanding of your goals, and the features and capabilities needed to help achieve them.

CSO Insights reports that the most common productivity goals for sales enablement include faster onboarding times (45%), increased selling time (39%), and improved salesperson-client communications (36%).

Each call for a sales readiness system to help reps ramp up faster and improve productivity in the field – and in most cases, a large-scale corporate LMS isn't the answer. Sales training is different, requiring different competencies and skills than broader learning programs.

To that end, many sales leaders have recognized the need for a **learning and mastery system designed for the unique needs of B2B salespeople**. That's where sales enablement and readiness technology comes into play.

With that in mind, here are 8 technology features to target when selecting the right solution for you.



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1

Content Authoring

First and foremost, great sales readiness requires great learning content. From formal training and onboarding to product updates and quick-hit prep resources, your sales enablement solution should make it easy to create and deliver the type of content that will keep salespeople engaged and prepared.

From a learning perspective, the ability to develop **video-based content**, add **interactive elements** (quizzes, polls, etc.) and ensure **mobile accessibility** are ideal options for driving retention.

Key Consideration:

Simplicity is key. Corporate learning systems are often complex and unintuitive – and a poor fit for sales teams. Whether you're a sales enablement leader developing a product training curriculum or a sales manager sharing a timely success story from a recent deal, your content authoring solution should be simple enough to use that anyone can do it, and do it quickly.

DID YOU KNOW:

59%

of leading companies invest in content to reinforce sales training.

–Forbes Insights



2

Formal Training & Mastery

If sales readiness is your goal, then training (naturally) needs to be part of the equation. The right sales enablement solution should provide an on-demand learning environment where you can assign mandatory courses, curriculums and other resources for reps to review and complete.

Providing structured, **online training programs** in this way allows you to “flip the classroom”, making in-person training sessions – always a costly endeavor – faster and more effective. In other words, it enables reps to spend less time training, and more time selling.

Key Consideration:

It's not enough just to ensure salespeople complete their training. To truly be “field-ready”, they need to actually master what they've learned. For example, video practice capabilities can take readiness one step further, by providing a format for reps to demonstrate mastery of the core competencies they've been trained on (and for managers to validate what they know).

DID YOU KNOW:

Avid Technology was able to use sales enablement technology to reduce onboarding time by

33%.

[Hear how >](#)

3

Learning Reinforcement

Have you heard the stat about how nearly 90% of sales training is forgotten after 30 days? To ensure sales readiness, training can't be a one-time event. Salespeople require continuous reinforcement to stay at the top of their game – and your sales enablement technology should support that.

Make sure it's easy to push out regular “learning bites” via a learning portal or even right within the CRM. For example, learning content in the form of Salesforce Chatter posts provide a convenient way for sales teams to stay up-to-speed. Reps should also be able to quickly access “refresh” content for **just-in-time learning** before meetings and calls, or even during downtime to stay sharp.

Key Consideration:

Easy access and short, bite-sized learning modules are critical to keeping salespeople continuously prepared in the field. Your technology should provide reports that allow you to identify the pieces of your training that aren't sticking, so you can plug holes with quick refreshes to make available as needed.

DID YOU KNOW:

Continuous training results in

50%

higher net sales per employee.

–ATD

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4

CRM Integration

A great way to get people to learn and adopt something new is to incorporate it into the way they work – and that’s certainly true for salespeople as well. By choosing a sales enablement technology that integrates with your CRM platform, you can deliver the readiness resources they need from the same system they already use every day.

This way, your salespeople can **conveniently access training, coaching and other resources** without having to remember a different login for a separate system. It can also help increase CRM usage and adoption across your sales organization.

Key Consideration:

CRM integration can also enable you to deliver content and learning “in context” with specific accounts and opportunities. For example, resources that are most relevant for specific personas or sales stages can be mapped from the sales enablement solution to your CRM, making it even easier for reps to find the right resources to prepare for different buyer interactions.

DID YOU KNOW:

Quotient Technology uses Salesforce as a **central hub** for sales onboarding and training.

[Learn more >](#)

CRM

5

Virtual Coaching

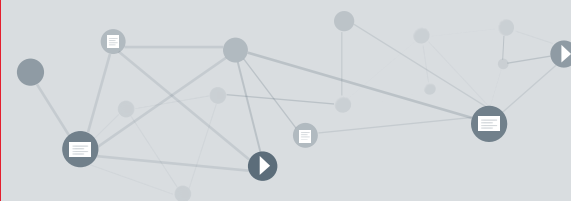
While onboarding and continuous training are important, sales readiness is also about validating that reps can *demonstrate* the competencies needed to succeed in the field. That's where sales coaching can make a big difference. Unfortunately, many sales managers struggle to coach effectively, which is why the ideal sales enablement technology should make it easier for them.

One way is through **video-based virtual coaching**, where managers can issue challenges or assignments (e.g. "How would you describe Product X to this persona?") and reps can perform those challenges over video. This way, managers can actually *see* which salespeople are truly "field-ready" – and who isn't. This is especially valuable for distributed sales forces where in-person coaching is often impractical.

Key Consideration:

Practice makes perfect, but not without the proper guidance. From custom feedback to ratings criteria to overall scores, your coaching technology should make it simple for managers to guide reps to better performance.

DID YOU KNOW:



Companies with dynamic sales coaching programs achieve

28%
higher win rates.

–CSO Insights

6

Peer-to-Peer Feedback

Kenneth Blanchard once said, “None of us is as smart as all of us.” In addition to direct feedback from managers, it can also be valuable for sales teams to learn from their peers – particularly top-performing reps.

From a sales coaching perspective, look for technology that also allows for peer feedback. Experienced salespeople can **share notes on video challenges** for newbies to learn from, while the best performances can be shared team-wide as examples of “what good looks like” (i.e. “Check out this example of the perfect company pitch!”).

Key Consideration:

Technology with simple content authoring and video capabilities also makes it easy (and fast) for salespeople to share lessons learned, best practices, success stories and more. For example, reps could come out of a successful meeting and quickly record a slide or video about a particular message that resonated with the prospect, which others can then keep in mind for future conversations.

DID YOU KNOW:

91%

of sales reps say that learning from peers helps them succeed.

–ATD



7

Mobile Optimization

This one may appear obvious, but that doesn't mean it's not important. B2B salespeople – like most people today – live on their mobile devices. The right sales enablement technology should ensure a seamless experience no matter where they are, and what device they are using.

Ideally, content and training resources should be **easily accessible from any smartphone or tablet**, or if integrated with your CRM, via mobile apps like Salesforce1.

Key Consideration:

Not only should sales readiness resources be accessible from mobile, they should also be optimized for the devices and tool reps use in the field. Once again, this is where video-based content can be a boon, with technology that enables you to create short, “snackable” learning modules that reps can view quickly on-the-go.

DID YOU KNOW:

Mobile learning now features among the

TOP 3

business development priorities for companies.

–Brandon Hall Group

8

Analytics & Measurement

Finally, the right sales enablement solution should provide a 360 degree view of your content and training, with analytics and features to help monitor learning progress, ensure completion of mandatory courses, and – once again – validate mastery of the information.

This can take shape in a few different ways: **detailed reports** on things like course progress and quiz results; **visual dashboards** to track team-wide readiness; **CRM reports** that identify the preparation content that help reps close deals; and, once again, **video practice features** that enable managers to validate that reps can demonstrate mastery of their training in the field. Beyond learning analytics, you

might also consider technology that provides insight into the content reps share with buyers, so you can see what resonates most and contributes to closed opportunities.

Key Consideration:

Advanced sales enablement solutions can provide pretty granular reporting, allowing you to answer questions like: Are reps completing courses in a timely manner? Are they meeting predetermined completion criteria? Are there trends and problem areas that many reps are struggling with (so you can adjust your readiness program accordingly)?

DID YOU KNOW:

CareerBuilder used sales enablement technology to track a **25%** increase in course completion for sales training. [Learn more >](#)





Want to learn more about sales enablement & readiness technology?

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About Brainshark

Brainshark sales readiness software equips businesses with the training, coaching and content authoring capabilities to achieve sales mastery and outsell the competition.

With Brainshark, companies can: prepare sales teams with on-demand training that accelerates onboarding and keeps reps up-to-speed; validate readiness with sales coaching that ensures reps master your message; and empower sales organizations with rich, dynamic content that can be created quickly and accessed anywhere.

Thousands of companies – including more than half of the Fortune 100 – rely on Brainshark to identify and close performance gaps, and get better results from their sales enablement initiatives.

Learn more at www.brainshark.com.