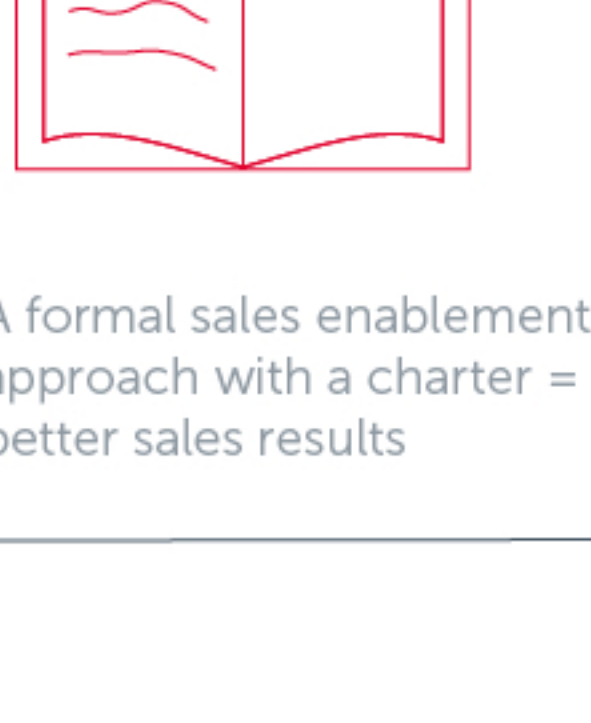


# 5 BIG SALES ENABLEMENT CHALLENGES TO TACKLE IN 2019



## 1 FORMALIZING THE FUNCTION

A formal sales enablement approach with a charter = better sales results



**73%**

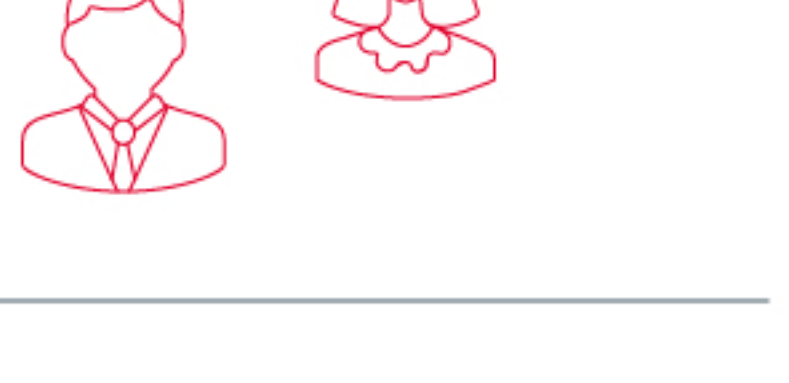
of organizations that **MET OR EXCEEDED** sales enablement expectations took a **FORMAL APPROACH**



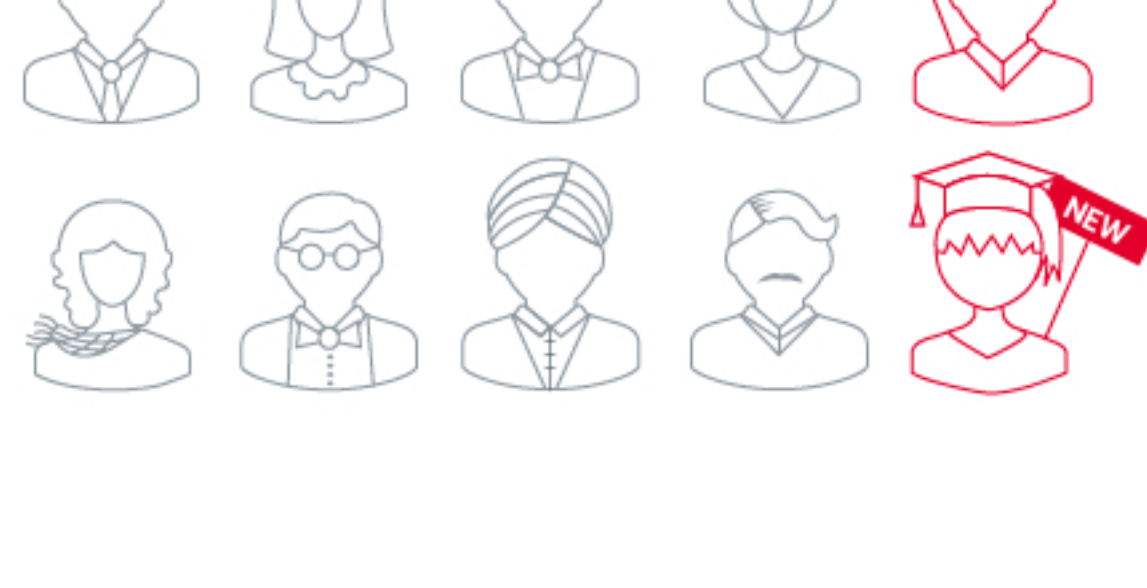
**"60% of enablement teams are in a dangerous place, meeting only some of their expectations; achieving average results. There is only one way out: investing in a strategic and formal approach to sales enablement"**

-CSO Insights

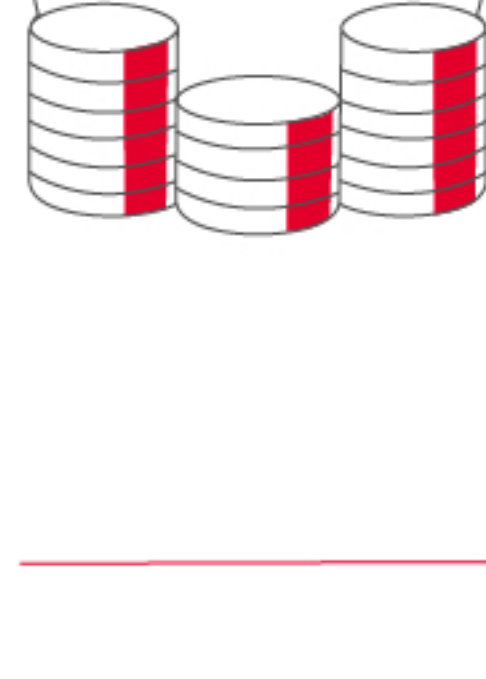
## 2 NEW HIRE ONBOARDING



For many sales organizations **20%** of reps are **NEW HIRES**



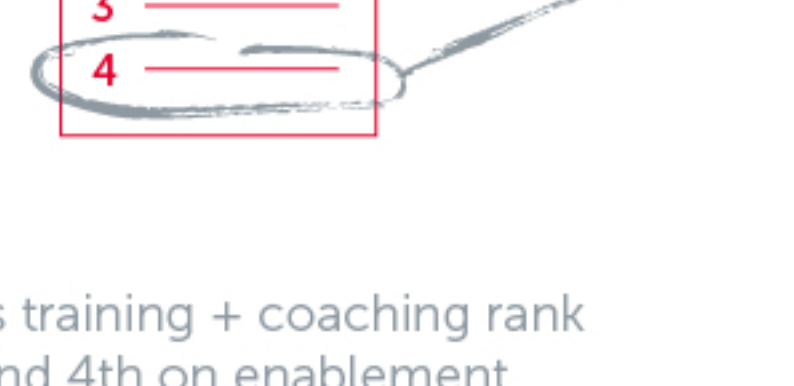
**EFFECTIVE SALES ONBOARDING** can speed up time to productivity by **18%**



**49%** of organizations say **ONBOARDING NEEDS IMPROVEMENT** or major redesign

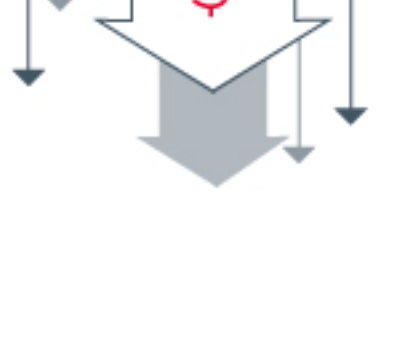
Poor onboarding **INCREASES TURNOVER RATE BY 80%**

Rep ramp-up can take nearly **2 MONTHS LONGER**



## 3 TRAINING + COACHING

Sales training + coaching rank 1st and 4th on enablement leaders' priority list



**87%** of companies spend **LESS THAN \$2,500** on sales training per rep each year

**60%** of companies rely on an informal or **RANDOM** sales coaching approach



**17%** **BETTER QUOTA ATTAINMENT** when sales skills training meets/exceeds expectations

A formalized sales coaching strategy = **10%** higher win rates



## 4 CONTENT STRATEGY

An effective sales enablement content strategy = higher win rates + better customer relationships

**THE GOOD NEWS:** **52%** of organizations consider content services a priority



**THE BAD NEWS:** **2/3** of sales enablement functions don't have a formal content strategy



With the right content, salespeople can:

- Provide the right messages
- At the right time
- To the right buyers

## 5 MEASURING ROI

To be successful, sales enablement needs to measure the progress and impact of their initiatives



But less than 1/5 of companies do it

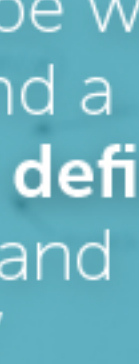
Measuring 3 key areas:

- Leading/Lagging indicators
- Enablement ROI
- Milestones & productivity metrics

Leads to **50% BETTER WIN RATES**

To improve in 2019, sales enablement can only begin "by addressing the basics: **developing a vision** of where you want to be with sales enablement and a related strategy that **defines all necessary steps** and actions to get there"

-CSO Insights



Download the full report from CSO Insights here:

[bit.ly/bnsk-cso-report](http://bit.ly/bnsk-cso-report)