

Sales Enablement Problems and Solutions: Where Does Your Company Stand?

Sales enablement—the process of equipping sales teams with the right knowledge and content for every interaction with buyers—is poised to be a top priority for enterprises in 2016.

A recent survey from Seismic of **more than 100 enterprise sales and marketing executives** reveals that sales enablement problems are already rearing their heads, and solutions are struggling to be found.

THE PROBLEMS

Problems in sales effectiveness are pressuring companies to improve sales enablement:

Too many deals are getting stuck in the sales process.

60.2%

Sales forecasting is based on arbitrary/agenda-driven input, not data.

43.5%

There is a lack of insight into which marketing campaigns are most effective in generating sales.

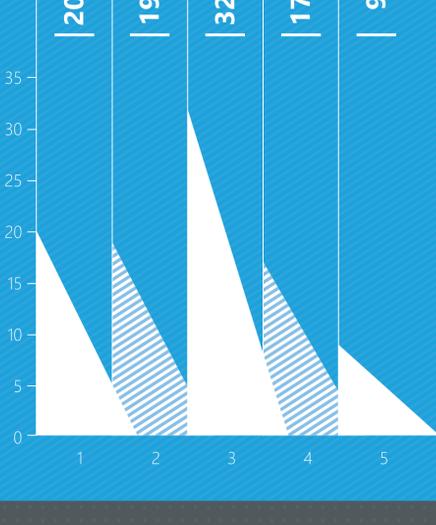
41.7%

TIP Break down the usage and effectiveness of content for every campaign at each stage of the Engagement Lifecycle (prepare, pitch, close, grow).

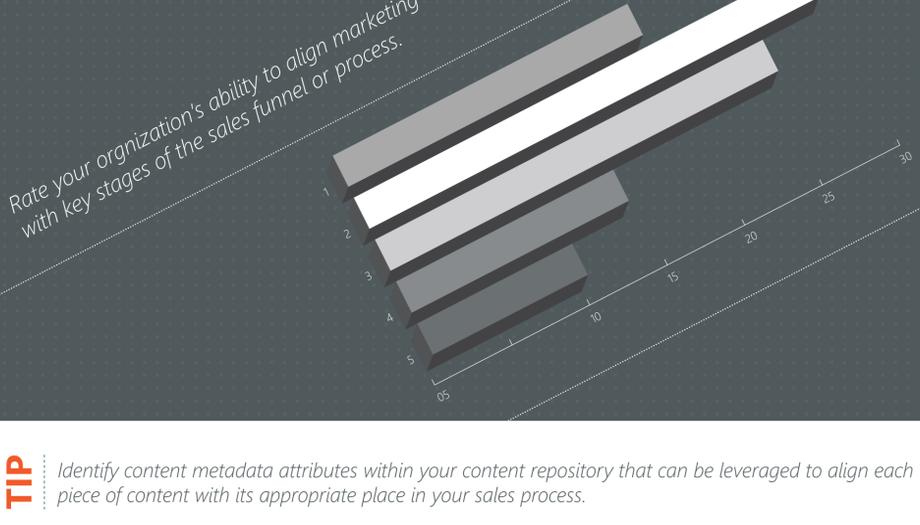
Companies say they are doing an OK job in employing a central library of assets for sales teams...

...But are struggling to find out whether sales teams are using such assets.

On a scale of 1 (poor) to 5 (strong), rate your organization's ability to leverage a central library of marketing-approved proposal assets with templates that apply to different selling situations.



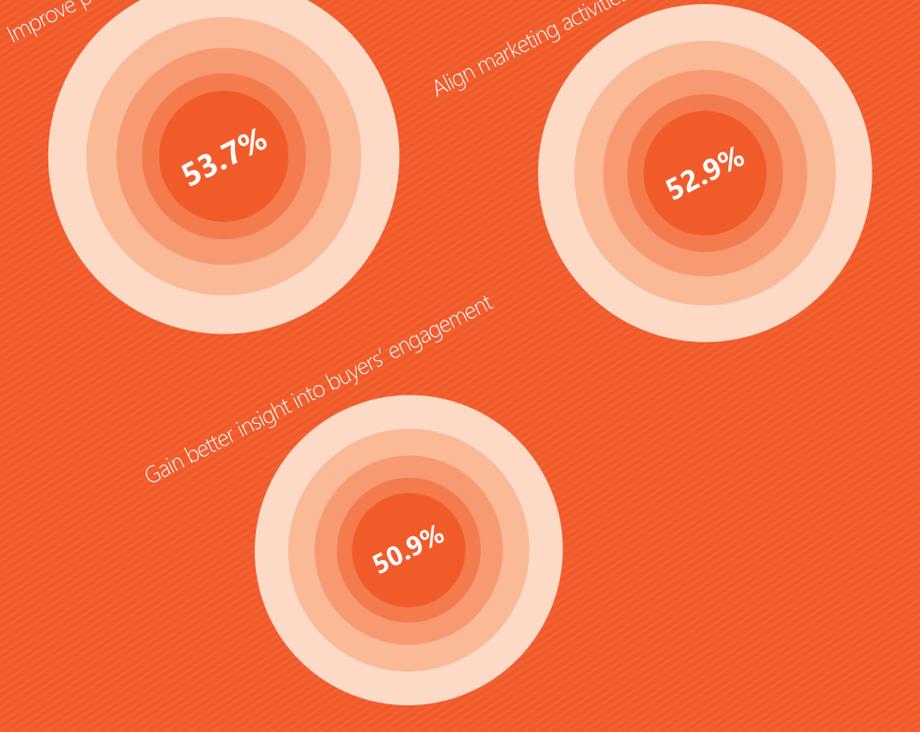
And they admit that there's a lot of work to be done in aligning marketing content with sales processes:



TIP Identify content metadata attributes within your content repository that can be leveraged to align each piece of content with its appropriate place in your sales process.

THE SOLUTIONS

Companies are resorting to traditional high-level strategies to combat sales enablement issues:



But only **43.5% of respondents** are taking the next step in instituting formal review processes between sales and marketing

and

even less—**38%**—are analyzing campaign-specific performance.

TIP Content creators and sales reps should meet biweekly or monthly to share feedback and discuss usage data of your content to determine what's working and how to shape future content campaigns.

How far along are companies in terms of sales enablement implementation?

10.2%

say their sales teams are fully enabled with always updated and secure content

14.8%

say content is available to sales but deal with version control and CRM issues

21.3%

call sales enablement a "work in progress"

16.7%

say they have no sales enablement platform in place at all

Inbox overload: The enablement killer

27% of respondents said that email attachments remain the primary method of distributing content to sales. Make sure to choose a sales enablement solution that allows your team to quickly and easily access the right content at the right time and right within your enterprise email service.

WANT TO SEE WHERE YOU STAND?

Take our Sales Enablement Grader at:

seismic.com/sales-enablement-grader

For more tips and suggestions on how to best align your sales and marketing teams, head to Seismic's blog at:

seismic.com/blog