Enablement Effectiveness Circle Details

1 | Plan
Possible outcomes to track:
• ARR (annual recurring revenue)
• Pipeline
• Upsell/Uplift
• Churn
• ...and others

2 | Enable
Possible outcomes to track:
• Live session attendance, participation
• Lesson completion, certification scores
• Content engagement: views, downloads, etc.

3 | Engage
Possible outcomes to track:
• External content shares
• Open rates, content engagement
• Social media posts, post activities
• Tracker usage during prospect/customer meetings
• Usage of externally facing content during meetings

4 | Improve
Possible outcomes to track:
• Price per seat
• Average net revenue for specific opportunities
• Competitive wins
• Cross-sell opportunities
• ...and others