

A Brief History of Sales Enablement Technology

Sales enablement as a strategic process for sales and marketing excellence is growing every day. As sales enablement technology continues to modernize and change the way sales and marketing teams work together, it's important to take a look back and realize how far it's come.



1970s
Dawn of the Digital Age

1978 Email is invented



1982 First "laptop," a multi-function keyboard, is created



1986 First contact management software (digital rolodex)



1989-91 Lotus Notes, predecessor to IBM's enterprise software platform, launches as the first document storage and communication platform for sales



1991 World Wide Web is born



1995 Webex is founded



1999 Siebel Handheld launches: first foray into mobile CRM



1977 Oracle is founded



1980s
Sales reps on the go benefit from the birth of mobile technology



1983 First cell phone, Motorola DynaTAC 8000x, is sold



1990s
Digital technology adoption increases sales collaboration and mobility; technology starts playing a major role in sales

1990 Microsoft PowerPoint launches



1995 SFA and contact management tools evolve to introduce CRM to sales organizations



1999 Eloqua and Salesforce are founded



2000's Business Intelligence (BI) 1.0 gains traction in the sales world: focus is on producing data and organizing/visualizing data



2005 CSO Insights finds that companies using CRM have 17% more revenue

2005 BI 2.0- increased connectivity means a higher demand for real-time data; BI becomes a requirement in sales

2007 Salesforce introduces Force.com, first cloud-based CRM



2000s
Marketing automation is born, ECM grows in popularity, and we're introduced to the Cloud. Sales organizations begin to focus on consolidating content and making it easily accessible for sales teams

2001 Term "Enterprise Content Management" is coined

2005 Box is founded



2006 Marketo & HubSpot founded



2007 Over 100 million smartphones sold



2008 Forrester researches and formally defines "sales enablement":

"Sales enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return of investment of the selling system."

2010s

Collaboration, integration, and analytics revolutionize sales efficiency and marketing effectiveness. Sales teams are increasingly mobile and must be able to easily communicate on the go. Marketing plays a larger role in sales success than ever before. The sales enablement space is becoming saturated, and sales enablement solutions are no longer nice-to-haves.

2010 Seismic, the leading sales enablement solution, was created to automate the personalization of sales materials and deliver content to reps at the right time on any device



2012 Over 204 million emails are sent each minute



2016 Companies who adopt sales enablement tools or services are realizing a 71 percent increase in improved sales, year after year

2010 1st generation iPad released



2011 Social prospecting (LinkedIn, Twitter) and referrals become necessary for reps



2015 CRM, email, and content management are integrated to increase time reps spend selling



The future of sales enablement: Much like CRM and marketing automation, sales enablement will no longer be just a have. "As the battle between marketing and sales continues to fall, it's more important than ever before to arm both teams with the tools and strategies they need to succeed in fast-paced, technology- and buyer-driven sales processes," said Seismic CEO Doug Winter.

Sources

- <http://www.oracle.com/us/corporate/profile/p27anniv-timeline-151918.pdf>
- <http://techlandtime.com/2011/11/15/the-man-who-invented-email/>
- <http://www.techradar.com/news/world-of-tech/8-technologies-to-thank-the-1980s-for-635764>
- <https://www.crmwatch.com/crm-industry/crm-industry-history/>
- <http://www.sherpasoftware.com/blog/lotus-notes-history/>
- <http://www.pewresearch.org/fact-tank/2014/03/14/chart-of-the-week-the-ever-accelerating-rate-of-technology-adoption/>
- <http://www.marketingautomationinside.com/inside-eloqua-vs-salesforce/>
- http://www.mzbic.com/blog/news/9910/siebel_systems_delivers_siebel_s.htm
- <https://www.betterbuys.com/bi/history-of-business-intelligence/>
- <http://www.kenrogue.com/tag/cso-insights/>
- <http://www.responsiveboundmarketing.com/blog/hubspot-vs-marketo-which-is-your-best-fit>
- <http://www.statista.com/statistics/263437/global-smartphone-sales-to-end-users-since-2007/>
- <https://www.forrester.com/report/Sales+Enablement+Defined/-/E-RES57264>
- <http://blog.insideview.com/2011/10/13/the-secrets-of-b2b-sales-and-marketing/>
- <http://mashable.com/2015/06/22/data-created-every-minute/#wNRfVjDMt5>
- <http://venturebeat.com/2015/09/01/seismic-for-outside-sales-to-help-salespeople-discover-and-personalize-content/>
- <http://www.aberdeen.com/research/8859/ib-mobile-sales-enablement/content.asp>