

3 THINGS YOU CAN DO NOW TO IMPROVE SALES



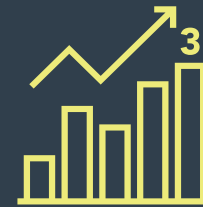
Get the scoop from Sales

Interview your top sales reps to understand catalysts and trends fueling customer purchases, selling strategies, common roadblocks, and competitive activities. Build a strawman from this insight and adjust processes accordingly.



Map winning plays

Create maps for typical buying scenarios to visualize the flow of sales steps, from initial customer approach to close, and embellish with discovery questions, talking points, and recommended resources to support reps through each step.



Define the metrics that matter

Track the impact of sales enablement on: efficiency (time spent finding, approaching & engaging prospects), effectiveness (quality and relevance of communications), and impact.