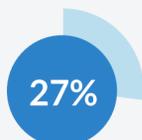


Navigating Sales Enablement Blind Spots: Why Proficiency is Key to Driving Sales Performance



Sales enablement investments are growing more than **27%** year over year.



But only **35%** of sales enablement initiatives are deemed successful.*

The problem? Organizations are still taking a one-size-fits-all, event-driven approach to sales enablement, without visibility into the actual capabilities—or proficiency—of their reps. By practicing continuous sales enablement, aligned to their unique sales process and customer journey and supported by proficiency data, organizations are reducing onboarding cycles, creating more accurate and credible forecasts, and improving win rates.

THE OLD WAY: ONE-SIZE-FITS-ALL SALES ENABLEMENT

VS

THE NEW WAY: DYNAMIC, CONTINUOUS SALES ENABLEMENT AND COACHING

SUCCESS METRICS FOCUSED ON

Training outcomes



- > Course completion rates
- > Pass/fail certifications
- > Satisfaction ratings

Business outcomes



- > Win rate
- > Quota attainment
- > Pipeline creation
- > Proficiency scores (knowledge, skills and capabilities of reps)

COACHING BASED ON



Anecdotal feedback or limited observations in the field



Data-driven insights highlighting individual knowledge and skills gaps

BUSINESS IMPACT



42% average win rate*



66% average win rate*

- > 30%+ improvement in product and sales message fluency**
- > 2x increase in 'first meeting' prospects that take a second meeting**
- > 200% growth in new opportunities created**
- > 12% market share gain**

WHY THE OLD WAY FAILS

VS

WHY CONTINUOUS SALES ENABLEMENT PAYS OFF

RELATIONSHIP TO SALES PROCESS



Separate and disconnected



Integrated and aligned

DELIVERY APPROACH



- > Sporadic
- > Event-driven
- > Generic



- > Ongoing
- > Just-in-time
- > Personalized

MEASUREMENT



Siloed performance and productivity tracking with **no visibility** into rep skills



Adds rep proficiency scores to highlight knowledge and skills gaps and **identify** performance risk

DELIVERY VEHICLE



Time-consuming, poorly adopted Learning Management Systems



Mobile, minutes-a-day applications that **reps love**

Effective sales enablement is rooted in a combination of:

- > Shared program goals that align to key business outcomes
- > Proficiency insights that highlight each rep's unique strengths and weaknesses
- > Data-driven coaching guided by capabilities data to optimize performance impact
- > Continuous execution to drive long-term behavior change

Bring your sales enablement blind spots into focus, and learn why proficiency is the new metric of sales success.

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