

# 2021 Sales Enablement: Tech Stack Checklist

Make sure you can equip your sales force to drive results in 2021 and beyond. Use this checklist to see which capabilities your organization needs to succeed in today's dynamic business environment.

## Onboarding & Training

- Equip new hires** with continuous learning and reinforcement on product information, messaging, and competitive positioning.
- Develop the skills** to have valuable interactions throughout the virtual sales process.

## Content Activation

- Create, distribute, and manage customer-facing sales assets** and internal sales training content.
- Ensure all content is readily discoverable**, easy to consume, trackable, and reusable across the sales organization.
- Activate sales collateral** with messaging, talk tracks, and win stories.
- Guarantee sellers know how and when to use resources** to deliver maximum impact.
- Learn which sales content is moving the needle** and which isn't working in the field.

## Coaching

- Equip front-line managers** to inspire, motivate, and support reps with good coaching and communication skills.
- Support formal and ad hoc coaching** for reps and managers to hone skills and prepare for selling situations.
- Enable point-in-time feedback** with recorded call coaching capabilities and actionable, AI-powered insight.

## Analytics

- Consolidate learning, coaching, collateral usage, and call performance analytics.**
- Learn which sales conversation topics are correlated with success.**
- Determine which sales content is most and least effective.**
- Understand buyer engagement to tie actions with outcomes.**

## Collaboration

- Make it easy for your team** to share information and best practices with each other.
- Facilitate communication** within the sales team and across other functions.
- Align with the marketing team** to share insights from top-of-funnel campaigns.
- Create a feedback loop** from sales conversations to inform marketing campaigns.
- Give sellers a way to tap into the expertise** of subject matter experts.