



The Marketer's Guide to Sales Enablement

How to Align with Sales, Activate Content, and Accelerate Growth



Sales Enablement For Marketers

If you're a marketer supporting a sales team, you've got a lot on your plate. Sellers are facing one of the most difficult buying landscapes in recent memory—and they need your help.

To be effective, you need to align with sales, deliver the best content and other resources that will move deals through the pipeline, and make sure sellers can find and use these resources properly.

“Sales enablement has never been more important than it is today.”

You crank out solution briefs, case studies, videos, blog posts, product guides, and more to support reps' interactions with prospects and help them be productive. You work closely with sales to learn which types of content are working to nurture leads and close deals. You keep your ears open to industry trends and one eye on the company roadmap to anticipate content needs and fill in any gaps.

It's a continuous process of creating and sharing those new materials with reps to allow them to reach customers and sell more effectively. But it can often seem like all your hard work is for naught.

You need a better way. Find out how the right sales enablement solution can help you overcome these issues and turn your marketing into an engine that can turbocharge your sales growth for years to come.



Two-thirds of marketing content goes unused.
(Sirius Decisions)



One-third of marketing and sales teams don't talk regularly. (Kapost)



55% of marketers don't know which assets sales uses most. (Kapost)

What is Sales Enablement?

At its core, sales enablement is the ongoing process of maximizing revenue per rep, by ensuring sellers convey the right concept using the right content throughout each stage of the buying process.

The essentials include content, skills training, knowledge sharing, coaching, and tools to effectively sell your product or service. These tactics must be integrated, driven by a unified strategy, and enabled by [sales enablement technology](#).

Today's competitive economy—and the new requirements of [virtual selling](#)—have increased the demand for modern sales enablement. There is a greater need for marketing teams to be flexible and responsive and to align more closely with their sales teams.

“Accelerate growth with the right tools, content, and information.”

You need a solution that helps you:

1. Equip your sales force with effective content aligned with business goals
2. Drive content adoption by sellers
3. Activate content by showing how others are using it successfully
4. Manage and recommend the right content at the right time
5. Reduce time spent searching for the right assets
6. Align sales and marketing with two-way communication between marketing and sellers in the field
7. Understand which content and behaviors drive success using 360-degree analytics

Now that most B2B sales are virtual, a modern approach to sales enablement is more critical than ever for keeping teams on track. It's not surprising that the use of sales enablement solutions has grown by 567% over the last three years. (Smart Selling Tools)



Pivoting to a Modern Approach

Modern sales enablement means empowering your sales organization with the right tools, content, and information to sell successfully. It's not just sharing the latest presentation deck and hoping the sales team will use it. It's about supporting your sellers with the best content, the deepest, most up-to-date insights, and the infrastructure to ensure they have the materials they need to succeed, exactly when they need them most.

Modern sales enablement leaders use all the tactics that are available today to support their sellers with a 360-degree process. They provide mobile access to content whenever sellers need it. They make sure reps understand how and when to use each asset. They get qualitative data on usage and quantitative feedback on whether collateral is succeeding. They connect sellers, managers, and SMEs with prospects and buyers along the entire sales cycle to nurture and close deals.

If your strategy doesn't let you do this, you're using an outdated enablement approach that will eventually hold you back, if it isn't already. In other words: If you're not using today's innovations, you're going to be left behind.

Empowering Marketers with an All-in-One Solution

You can achieve your sales enablement goals with a modern approach to learning, content, collaboration, and insight. Here's how these capabilities work together.



Learning

Today's marketers who are enabling sales must provide transformative experiences that encompass formal training and reinforcement as well as just-in-time learning at the moment of need. Instead of relying solely on courses and exercises, modern approaches empower reps with learning that bridges the gap from training to behavior change such as role-playing videos that show "what good looks like," competitive intel from the field, and best practices from your top performers.

Pro Tip for Marketers >

Make formal sales collateral and informal learning available from anywhere at any time so sellers can get the latest intel to handle objections and close deals no matter when or where they find themselves.



Content

The ability to create, manage, and track collateral for reps to access and share on any device is the next pillar of modern sales enablement. Equipping sellers with relevant content in context, discoverable at the key moment to move business forward, is essential. It's not enough to simply make assets available, sellers must know how to use these resources. Modern approaches also empower marketers to activate sales collateral with recommended messaging, talk tracks, and win stories to highlight the best use of the content, and recommend deal-specific content based on sales stage, competitors, and other factors.

Pro Tip for Marketers >

Use recorded video instead of live web calls to explain how new content assets should be used. This will allow reps to watch and absorb the content at a pace that fits their varied schedules.



Collaboration

Modern sales enablement supports rich and engaging collaboration without the hassle of travel or scheduling live meetings. It fosters communication between reps, managers, subject matter experts, and buyers. The best solutions allow peers, experts, and coaches to exchange and develop strategies and best practices to drive deals and improve results.

Pro Tip for Marketers >

Collaborate asynchronously to gather content ideas and buyer intel from reps in different time zones using video messaging that allows for in-line commenting and recorded video responses.

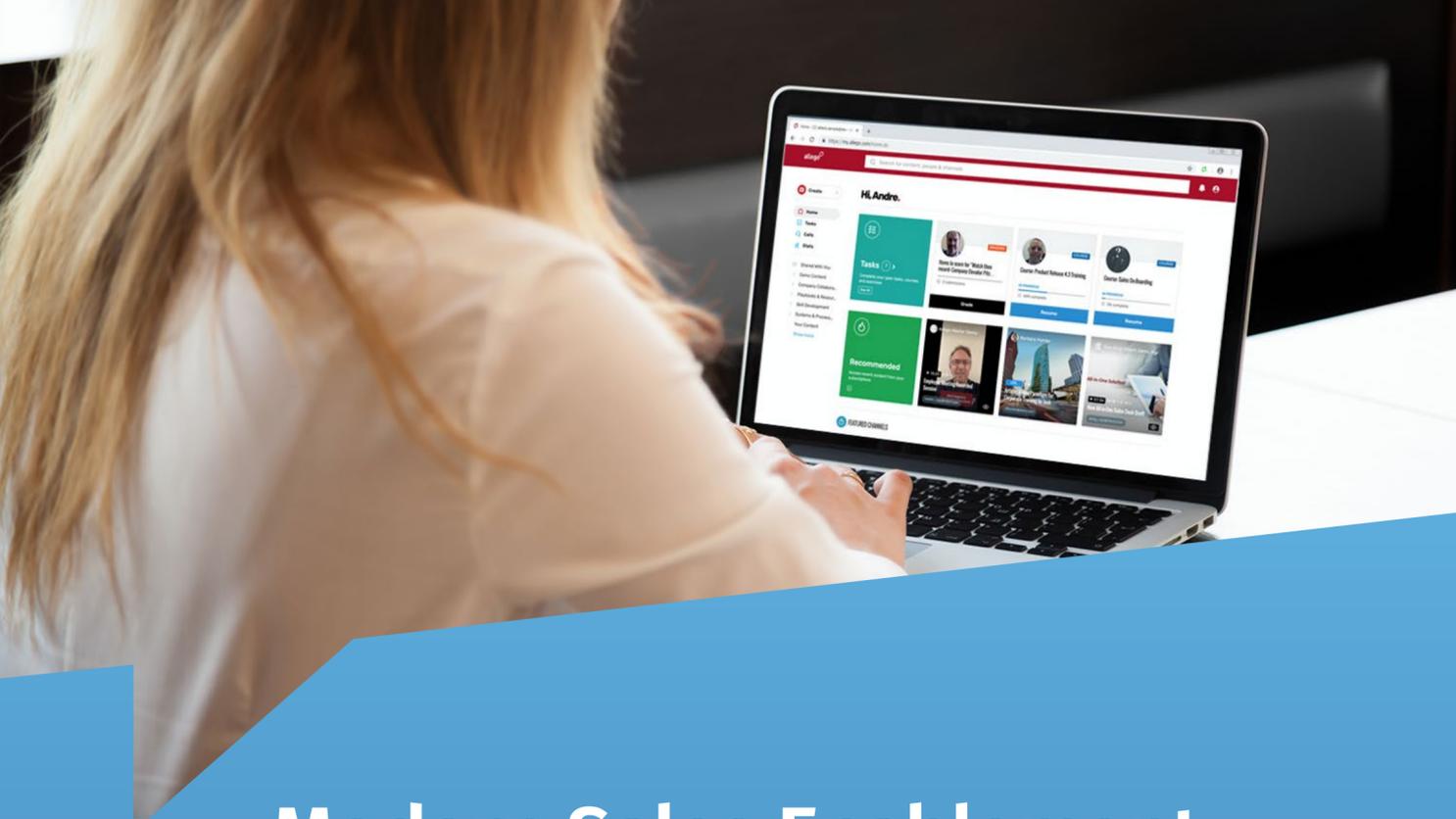


Insight

The most effective sales enablement is data-driven. It integrates platform dashboards, visualizations, and analytics from learning, coaching, collateral usage, and call performance for a single view into employee performance drivers. It also measures buyer engagement throughout the process to tie actions with outcomes. Marketers gain insight into which sales content pieces are moving the needle, as well as which sales conversation topics, learning content, and exercises are correlated with success.

Pro Tip for Marketers >

When you know what content is working—and what's not—you can make sales collateral even more effective and stop wasting time on activities that don't get results.



Modern Sales Enablement With Allego

Mastering sales enablement means investing in the tools your sellers need. You could cobble together multiple platforms with a range of capabilities, but the most efficient approach is having learning, content, collaboration, and insight all in one place. When you implement a robust sales enablement platform, you save time and resources and gain the ability to scale across your organization.

Allego is built for dynamic learning, communication, content sharing, and collaboration anytime, anywhere. You can empower your organization with mobile, interactive technology built for the way today's virtual teams work—all through a single platform.

Look at what's possible for your sales enablement initiatives:

- Publish, distribute, manage, and track customer-facing sales assets and internal sales training content.
- Capture and share content, best practices, competitive intel, win/loss stories from sellers, subject matter experts, sales leaders, and others.
- Offer mobile, just-in-time access to information in live selling situations so reps are always up-to-date.
- Develop courses and certifications to test product knowledge and messaging.
- Reinforce learning to ensure that training is internalized and used over time rather than once and forgotten.
- Provide formal and ad hoc coaching for reps and managers to hone skills and prepare for selling situations.
- Gain actionable insight from every call and deliver AI-enhanced, point-in-time call coaching and feedback.
- Boost engagement with an intuitive, mobile-friendly user experience that offers online and offline access from any device.

Don't get left behind by relying on outdated training and enablement approaches. See how Allego helps teams master the new world of virtual selling.



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To learn how Allego can help you accelerate training and enablement, [request a demo today](#).

About Allego:

Transform your organization with mobile, interactive learning technology built for today's distributed teams. Allego's learning and enablement platform ensures that employees have the skills, knowledge, and content to accelerate team success. Instead of traditional onboarding and training approaches—which are rapidly outdated and quickly forgotten—hundreds of thousands of training, enablement, L&D, and customer-facing professionals use Allego to deliver the skills that employees need to succeed in today's dynamic business environment.