



Sales Enablement Program

WHO IS IT FOR?

Companies with high value solutions whose target market is the medium to large enterprise and who take their proposition to market via a direct salesforce and/or via partners.

WHY SHOULD YOU BE INTERESTED IN THIS PROGRAM?

Solutions are becoming more complex and the salesforce is expected to master and sell new solutions in a short time frame. You want to grow your business and need to make new salespeople and partner salespeople effective in a short time. Partner salespeople may not know your solution set in detail and have other products to sell. You need salespeople to be making effective, qualified, sales calls at the right level quickly.

WHAT IS THE PROPOSITION?

A system to extract and condense the essential information that a salesperson must know to sell a specific proposition:

- The core document is an easy to digest but hard hitting 20 pages, aimed directly at the salesperson
- It is produced explicitly for salespeople and gives them what they really need to know
- The information is gathered in a short intensive workshop run by the our team
- The process and deliverables have been proven many times over at companies such as Logica, Aruba Networks and Becrypt.
- It enables a fact-based sale, providing for example, Return on Investment tools.

HOW DOES IT FIT WITH EXISTING SALES AND MARKETING PROGRAMS?

The Sales Enablement Program can stand alone, or be used to complement the many solution sales systems that exist. It embodies good solutions selling practice, without being specific to any one system. It provides the solution-specific information that salespeople need to implement solutions selling.

WHAT ARE THE BENEFITS?

Increased sales. Your propositions become easier to sell and your salespeople and channels will be more successful.

The benefits come from three main factors:

- Your salespeople are ready to sell sooner
- Your salespeople are more effective
- Sales will close faster

This is achieved without extra sales cost. The program is delivered as a fixed time, fixed price program so that costs and benefits are clearly identified.