

The Enablement Workshop Series

Listen, Debate, Discuss, and Learn

Business Priorities Map To Enablement Priorities



Who is this for?

- University students looking to learn about enablement and go-to-market functions.
- Junior employees looking to make a switch to enablement.
- Junior enablement professionals, often in specialist roles, looking to uplevel.

Format

- Brief Presentation - Trust Enablement or Guest
 - Discussion welcome
- Breakouts or Group Discussion
- Discuss - Do We Continue This Topic or Move On?
- Hands On Assignment Review

Big Picture - Business Priorities

What Are Typical Priorities?

What Is Your Company's Primary Goal Now?

- Increase Revenue?
- Reduce Costs?
- Decrease Risk?

Increase Revenue

- Common Metrics
 - ARR
 - ACV
 - Lifetime Value
 - Win Rates
- Common Tactics
 - Support cross sell and upsell
 - Aid in better execution

Reduce Cost

- Common Metrics
 - Customer Acquisition Cost (CAC)
- Common Tactics
 - Better alignment between sales and marketing
 - Reduce # of tools

Decrease Risk

- Common Metrics
 - Dollars spent on lawsuits and fines
- Common Tactics
 - Using approved content
 - Enabling compliance at scale

Reminder - Primary Tactics



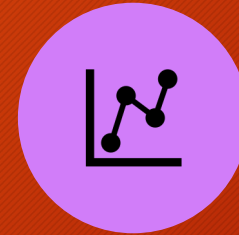
COLLABORATION



CONTENT



TRAINING



COACHING



ANALYSIS

Pivoting to Tactics - Identifying Priorities

Conversations and Collaboration



How Do You Prioritize?

WE COVERED STANDARDIZE

Project Board On monday.com

How Do You Prioritize?

AND NOW COLLABORATE



How Do You Prioritize?

REMINDER

Enablement does not set business priorities -
We support our teammates to achieve them

Collaboration

- Stakeholders
- Advisory Board
- Champion Program
- Business Reviews
- Charter

Breakout

Let's Explore



Breakout Question

How did you build out your charter?

Homework

Let's Put This Into Action



The Assignment

- Create a draft charter based upon the following scenario and store it in your monday.com project board.
 - You are a B2B SaaS company looking to grow revenue by 20% year-over-year (YoY).
 - You have sales teams spread across the globe, selling two products, each with additional features/services that can be sold to customers for additional cost.
 - Marketing is creating all sales-related content, and the product management team provides content for product releases.
 - Your customer success team is phenomenal, and churn rate is running at, or around, industry averages.
- Record a Loom video explaining your draft charger and how you built it out, who you would have worked with, and your thoughts on getting sign-off.
- Charter Template: <https://www.trustenablement.com/sales-enablement-charter/>