

The Enablement Workshop Series

Listen, Debate, Discuss, and Learn

Measuring Sales Enablement - A Real World Example



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.
- Senior enablement pros looking to grow their understanding

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

First, Remember...

Enablement
influences behaviors
that are expected to
lead to outcomes that
will support achieving
higher level goals.



Typical Assigned Goals

- 95% YTD completion rate of required onboarding trainings
- 85% being satisfied with content using CSAT to measure.

Are these leading or lagging indicators?

Initial reactions?

First Questions Should You Ask?

Key Lagging Indicators

- What is goal for partners?
 - New revenue?
 - Through new business?
 - Cross sell or upsell?
 - Retention?

To Define Your True Targets, Tactics, Strategies

- Interviews
 - Your leadership
 - Stakeholders
 - Advisory Board
 - Partners (Thriving, Struggling, In Between)
 - Sellers

Interviews - Core Questions

- How is your success measured?
 - What are your goals?
 - How do those goals flow into the overall business goals?
- We know our tactical goals, how can we focus these to ensure your goals, and therefore company goals, are achieved?
 - Explain what your team does.
 - What is your biggest concern right now?
 - Biggest pain point?
 - Clearest opportunity.

What Changes Would Help?

- You've now learned a ton!
- Some work yours, some others.
- How do your goals and team responsibilities feed into any of these?
 - Can you collaborate?
 - How much revenue does each team get to attribute to this effort? You can claim revenue influence.

What Changes Would Help?

- Report back and get buy-in on these programs, your involvement.
- How does all of this impact current deliverables?
- Does this add new projects/scope to your team and how will that be funded?

Our Programs

- Are you focused on the behaviors, skills, and competencies that matter?
- How will you measure this influence at the individual, team, and business level?
- **PITCH: e4enable:**
 - <https://www.trustenablement.com/recommends/training-middleware/e4enable/>

Our Programs

- Are people clear how these programs help the individuals, teams, and business, achieve their goals?
- Can everyone articulate how?
- What does everyone like and what needs to be improved?
- Are sales leaders, champions, and others, willing to partner to make programs better now that they are clear how it helps them and the business?

New Goals and Revenue Attribution

- 95% YTD completion rate of required onboarding trainings
- 85% being satisfied with content using CSAT to measure.
- Revenue attribution through support of X, Y, and Z programs
- Consulting with all GTM teams on how to support them achieving their goals.

Next Week - Tactics