SALESHOOD

Years in Role

45,000 Enablement Professionals

16,000 1 year

15,000 1 to 2 years

7,000 3 to 5 years

4,000 6 to 10 years

2,500 10+ years

July 1, 2022

20% of sellers create **80%** of revenue

30-50% of sellers hit quota

Average sales tenure is **18** months

Cycle Time Ramp Time

Selling Time Win Rates

Enablement Is **Not Optimized For Sales Excellence**

„All customer-facing professionals must have the **competence**, **confidence**, and **content** to optimize their ongoing impact and maximize every buyer interaction."

FORRESTER®

Revenue Enablement **Winning Framework**

YOUR PRIORITIES

ACTIVATE

CURATE

LEARN

SALESHOOD

The Path To Go-To-Market Alignment
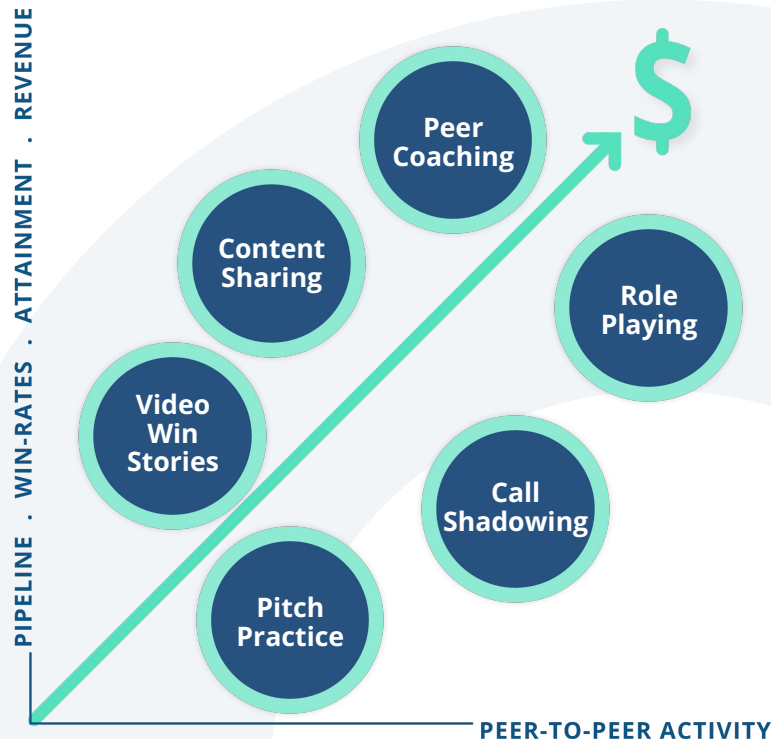
IMPACT

ENGAGE

GUIDE

COACH

SALESH◐◐D

Peer-to-Peer sharing **speeds up Sales Enablement Impact**

"Within our first 90 days of using SalesHood, we're generating more pipeline, our deals are getting bigger and our close rates are improving."

Cory Ayers
Vice President Sales

Activ**Trak**

PIPELINE · WIN-RATES · ATTAINMENT · REVENUE

Peer Coaching

Content Sharing

Role Playing

Video Win Stories

Call Shadowing

Pitch Practice

PEER-TO-PEER ACTIVITY

Enablement Maturity Model

	Phase 1 **Messaging Alignment**	Phase 2 **Sales Process & Skills Activation**	Phase 3 **Product Proficiency**	Phase 4 **Onboarding By Role**
DEFINITION	Align all customer-facing teams on messaging to boost **conversational competence** and **confidence** of content across the buyer's journey	Create repeatable and predictable sales execution by developing the **sales process** and **sales skills** to improve efficiency across all revenue teams	Develop **product proficiency** with training, and assessments for products, use cases, industry knowledge and sales plays by role	Create **personalized onboarding experiences** by role including buyer-content content pillars, activity based learning and assessments
OUTCOMES	Pipeline Conversations	Win-Rates Sales Cycle Time	Pipeline NB/Cross Sell/Upsell	Ramp Time Quota Attainment
PROCESS	Executive Buy-In	Enablement Plan	Certification Program	Content Governance

RingCentral Enablement Success Story

SALESHOOD

> "We continue to have record breaking revenue quarters with the highest number of deals closed and highest attainment."

60%	**5X**	**3X**	**40%**	**70**
Reduction in Ramp Time	Increase in Pipeline	Increase in Bookings	Increase in Attainment	Net Promoter Score

PATH TO BILLIONS IN SHAREHOLDER VALUE

Sarah Fricke
Sr. Director, Global Sales Enablement

Path To Success

Messaging Alignment

Sales Process

Skills Training

Product Training

Industry Playbooks

Release Training

Manager Coaching

New Hire Onboarding

Manager Enablement

Enablement Maturity Model

Phase 1
Messaging Alignment

Boost **conversational competence** and **conversational confidence** of your **content** across the buyer's journey for all customer-facing roles

PRIORITIES

Elevator Pitch
Corporate PItch
Demonstrations
Customer Stories
Objection Handling
Top Conversations

OUTCOMES

Increase Pipeline
Better Conversations

PROCESS

Executive Buy-In

Confidence

Competence

Content

Phase 1: Messaging Alignment

When's the last time your team was certified on your latest messaging?

Enablement Health

1   **Messaging Updated**

2   **Sales Team Certified**

3   **All Customer-Facing Roles Certified**

4   **Real Call Verification**

5   **Correlation to Leading Indicators**

Enablement **Maturity Model**

	Phase 2 **Sales Process & Skills Activation**
DEFINITION	Sales Process Sales Skills Training Self-Sourcing Pipeline Remote Selling Sales Content Manager Coaching
OUTCOMES	Win-Rates Sales Cycle Time
PROCESS	Enablement Plan

Create repeatable and predictable sales execution by developing the **sales process** and **sales skills** to improve efficiency across all revenue teams

Modern Buyer's Journey

EDUCATE ➤ EXPLORE ➤ EVALUATE ➤ EXPERIENCE

➤ **EXPAND**

➤ **EXIT**

Phase 2: Sales Process & Skills Activation

How documented is your sales process? How well trained are your teams? How ready is your team for remote selling?

Enablement Health

1 Skills/Process Updated & Trained

2 Sales Assets Are Accessible & Just-in-Time

3 Skills/Process Reinforced by Managers

4 Correlation to Win-Rates & Cycle Time

5 Teams Are Ready for Remote Selling

Enablement Maturity Model

Phase 3
Product Proficiency

Activate **product proficiency** with a process to create engaging enablement for products, solutions, use cases, industry and sales plays

DEFINITION
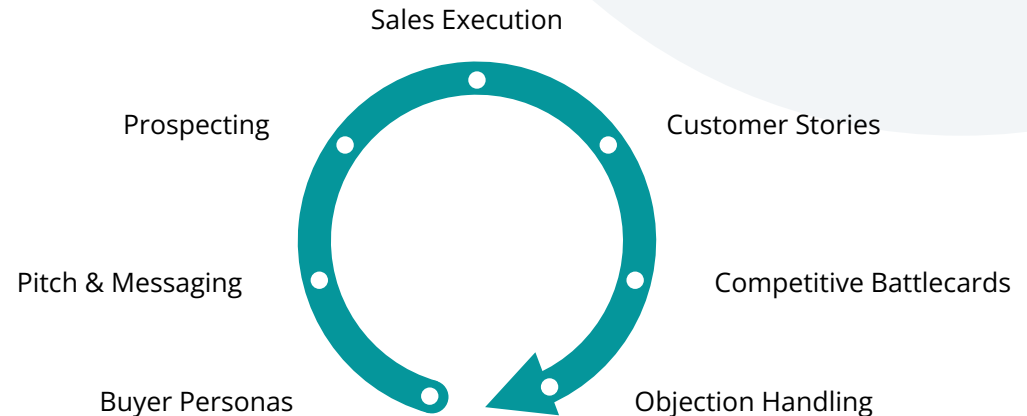
New Product Training
Ongoing Training
Learn by Doing
Assessments
Resources & Content
Badging & Certification

OUTCOMES

Pipeline
NB/Cross Sell/Upsell

PROCESS

Accreditation Program

Sales Execution

Prospecting

Customer Stories

Pitch & Messaging

Competitive Battlecards

Buyer Personas

Objection Handling
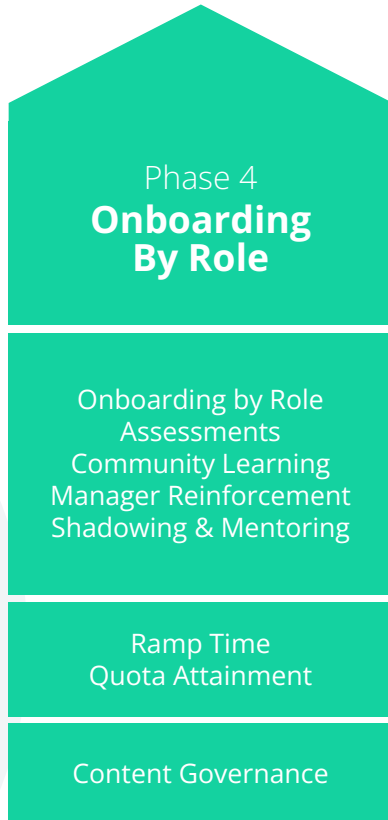
SALESHOOD

Phase 3: Product Proficiency

How engaging and impactful is your product training?

Enablement Health

1. **Product Training is Engaging**

2. **Certification Program Is Operational**

3. **Release Training Calendar Exists**

4. **All Customer Facing Roles Trained**

5. **Product Sales & Pipeline Correlation**

Enablement Maturity Model

Phase 4
**Onboarding
By Role**

Onboarding by Role
Assessments
Community Learning
Manager Reinforcement
Shadowing & Mentoring

Ramp Time
Quota Attainment

Content Governance

PRIORITIES

OUTCOMES

PROCESS

Create personalized **onboarding** experiences by role including buyer-centric content pillars, activity based learning and assessments

Phase 4: Onboarding

How engaging and impactful is your new hire sales onboarding?

Enablement Health

1. **Onboarding Paths by Role**

2. **Activity Based Learning**

3. **Buyer-Centric Content & Assessments**

4. **Correlate Leading Indicators**

5. **> 60% Are at 80% Attainment**

Enablement Maturity Model

	Phase 1 **Messaging Alignment**	Phase 2 **Sales Process & Skills Activation**	Phase 3 **Product Proficiency**	Phase 4 **Onboarding By Role**
DEFINITION	Align all customer-facing teams on messaging to boost **conversational competence** and **confidence** of content across the buyer's journey	Create repeatable and predictable sales execution by developing the **sales process** and **sales skills** to improve efficiency across all revenue teams	Develop **product proficiency** with training, and assessments for products, use cases, industry knowledge and sales plays by role	Create **personalized onboarding experiences** by role including buyer-content content pillars, activity based learning and assessments
OUTCOMES	Pipeline Conversations	Win-Rates Sales Cycle Time	Pipeline NB/Cross Sell/Upsell	Ramp Time Quota Attainment
PROCESS	Stakeholder Alignment	Enablement Plan	Certification Program	Content Governance

Why Selling is **Harder Today**

48%

of employees will likely work remotely after COVID-19 versus 30% before the pandemic.

Gartner.

55%

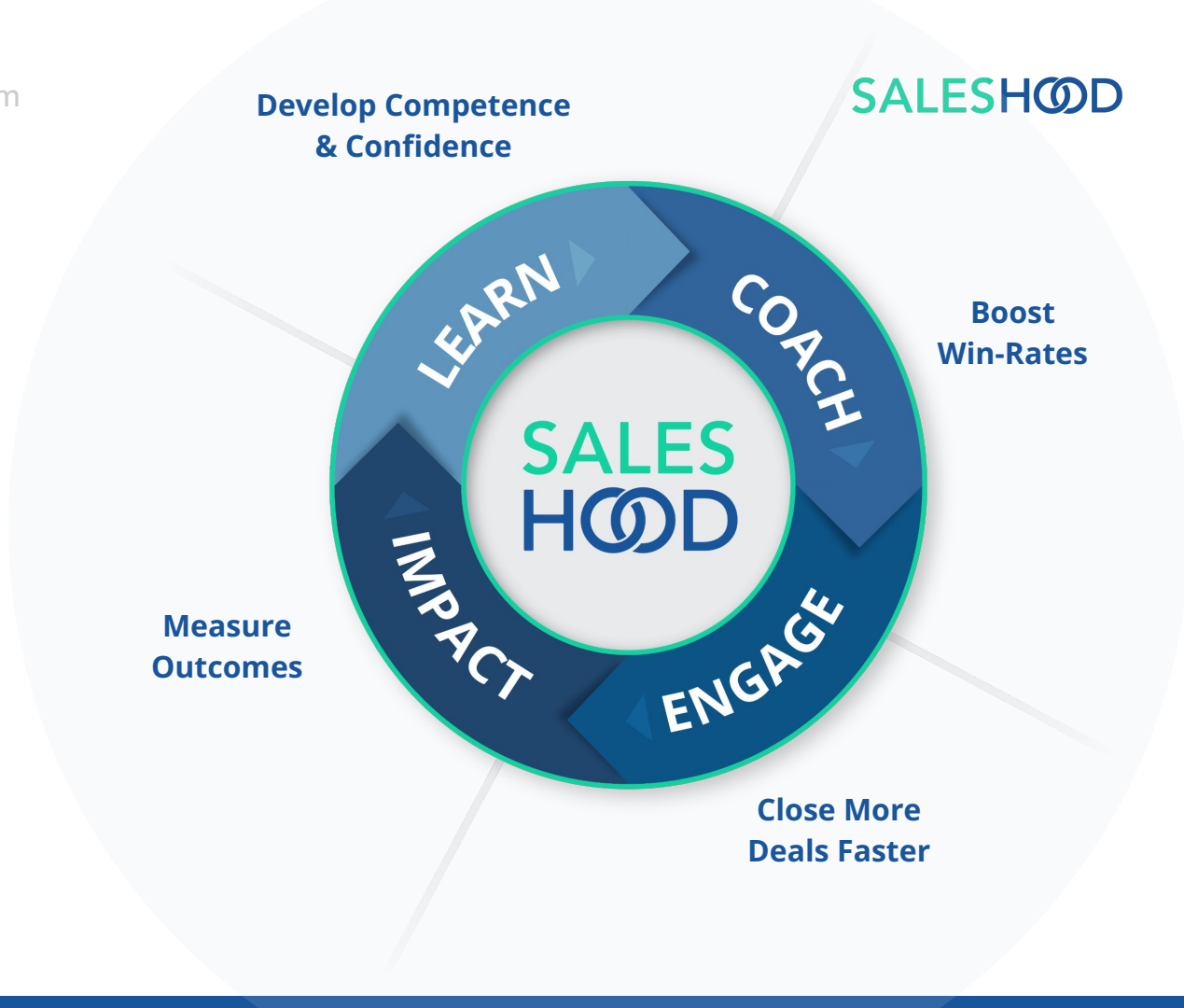of buyers prefer interacting with sales remotely

FORRESTER®

80%

of decision makers prefer remote human interactions or digital self service.

McKinsey & Company

Sales Enablement Leadership Course

SALES HOOD

- ✓ Immersive Virtual Learning Experience
- ✓ Content from top enablement leaders
- ✓ Leadership Networking opportunities
- ✓ Professional Accreditation

6 self-paced
virtual classes

30 Minutes
Average Per Class

Optional
2-Hour Live Workshop