Collaborating With and Enabling Your Frontline Sales Managers

June 5, 2020

This event will begin at 1:00PM U.S. Eastern Time

Today's Presenter

John Moore

The Collaborator, VP, Revenue Enablement at Bigtincan

John Moore, "The Collaborator," focuses on driving awareness of a results-driven approach to enablement—revenue enablement (sales, marketing, and customer care, all go-to-market teams). Together, we can make our enablement efforts transformational for our businesses.

Topics for discussion

- Level Setting

- Hypothetical Sales Organization

- Understanding their pain points

- Help them improve their team performance

- The power of incremental change

- Special Offer to ATD Members

- Audience Q&A

Level Setting

- Frontline Sales Managers

The hypothetical
sales organization

The Hypothetical Sales Organization

We will use this example throughout the webinar

- 10 Sales Managers
- 100 Salespeople
- Initial Goal = 90% Adoption
- Primary Business Goals
- Increase Win Rate
- Increase ACV
- Decrease Discounting

Understanding pain points

Why does this matter?

- Their bosses are raising their team quotas all the time, and they cannot understand how anyone could struggle to sell your product or solution.

- Their teams are complaining about their compensation plans, unrealistic quotas, and the fact that they need engineering to put one more feature in place so they can make that big sale they are counting on for the quarter.

- And the rest of the company doesn't help. Not enough leads from marketing — no support from engineering – finance is pushing back on the discounts needed to sell the product.

Our best practices

- Regular One on Ones with the Sales Managers

- Priority Reviews Across the Revenue Teams

- Feedback Channels Beyond One on Ones (Email, Hub, Forms)

Improving team performance

What does this mean?

- We have finite resources, every investment is tied to improving key metrics: Improved win rates and ACV, lower discounting.

- We know avg onboarding time industry wide is 3-9 months, redefined how we measure to an agreed upon definition of competencies and focus on getting them producing.

- Time to value for new products, features, and solutions is critical. Speeding up the time to efficiently sell is critical. We did not do great at this on first acquisitions, improving.

- Sellers require in-the-moment content and training.

- Other key metrics to pull in?

Our best practices

- Support must come from top down requiring new behaviors

- Weekly trainings for all customer facing staff

- Rigorous focus on reducing time to find content and providing tools to enhance and streamline customization of content.

- Focus on enabling value-driven conversations to increase win rates

The power of incremental change

Agile and Incremental

- Better enables quick wins

- Creates long lasting, predictable change

- Entire team is focused on a smaller number of well-understood outcomes

- Stakeholders are updated frequently

Our best practices

- Create your charter

- Be Patient.

- Deliver Quick Wins

- Collaborate on priorities

- Communicate

Final Thoughts

Adoption is the key lever

And your managers are critical to driving this adoption.

- Only 45.7% of organizations have CRM adoption greater than 90%. And CRM is a required tool in many organizations!

- It is easier to change the behavior of 10 sales managers than 100 individual sellers

Contact details

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