

Your 2021 Sales Enablement Checklist

90% of selling is now virtual.
Is your sales team ready for the next normal?

Use this checklist to make sure your sales enablement approach can prepare your sales force to drive results for your business in 2021 and beyond.



55% of marketers don't know which assets sales uses most.

(Kapost)

Learning

- ❑ **Prepare team for remote selling.**
90% of B2B sales are now remote, but human connection still matters. The sellers who will win in a virtual world are those who can best replicate the in-person buying and selling experience.
- ❑ **Train sellers on how to deliver effective virtual presentations.**
The virtual buying experience can be distracting. It's harder to get and keep prospects' attention during a virtual meeting vs. an in-person one.
- ❑ **Set up seller practice and role play sessions.**
Virtual selling requires flexibility and extensive preparation since sellers have fewer opportunities to understand buyers.

Content

- ❑ **Organize sales collateral and make it available remotely.**
When prospects' situations are less predictable, reps have to be ready to meet different content and messaging needs at a moment's notice—don't make them search for it.
- ❑ **Enable sellers to personalize content and outreach messages to differentiate themselves.**
Standing apart from your competition is more difficult when you're not able to meet in person. Ensure the content reps share is relevant, insightful, and sets your solution apart from the rest of the pack.
- ❑ **Activate sales collateral with messaging, talk tracks, and win stories.**
Highlight the best uses of content and recommend deal-specific content based on sales stage, competitors, and other factors.



More than half of salespeople rely on their peers to get tips for improving.

(HubSpot)

Collaboration

- ❑ **Make it easy for your team to share information and best practices with each other.**

Sellers need up-to-the minute information to win deals—market conditions, customer insights, competitive intelligence, win/loss stories. Harvest and share your teammates' own experiences.

- ❑ **Update tools to coach, review calls and presentations, and give feedback.**

Virtual sellers have fewer opportunities to understand buyers—and this leaves more room for error. Make sure that managers can coach to individual needs to produce the best outcomes.

- ❑ **Give sellers a way to tap into the expertise of subject matter experts.**

It's harder to learn from SMEs and share knowledge without in-person, informal connections. Use technology to replicate this experience as much as possible.

Insight

- ❑ **Consolidate learning, coaching, collateral usage, and call performance analytics**

Learn which sales conversation topics, learning content, and exercises are correlated with success.

- ❑ **Determine which content is most and least effective**

Know which sales content pieces are moving the needle and which ones aren't working in the field.

- ❑ **Analyze buyer engagement to tie actions with outcomes**

Get an end-to-end view of the buyer's journey and how content affects each stage of the pipeline. Then, optimize the selling process based on your findings.