

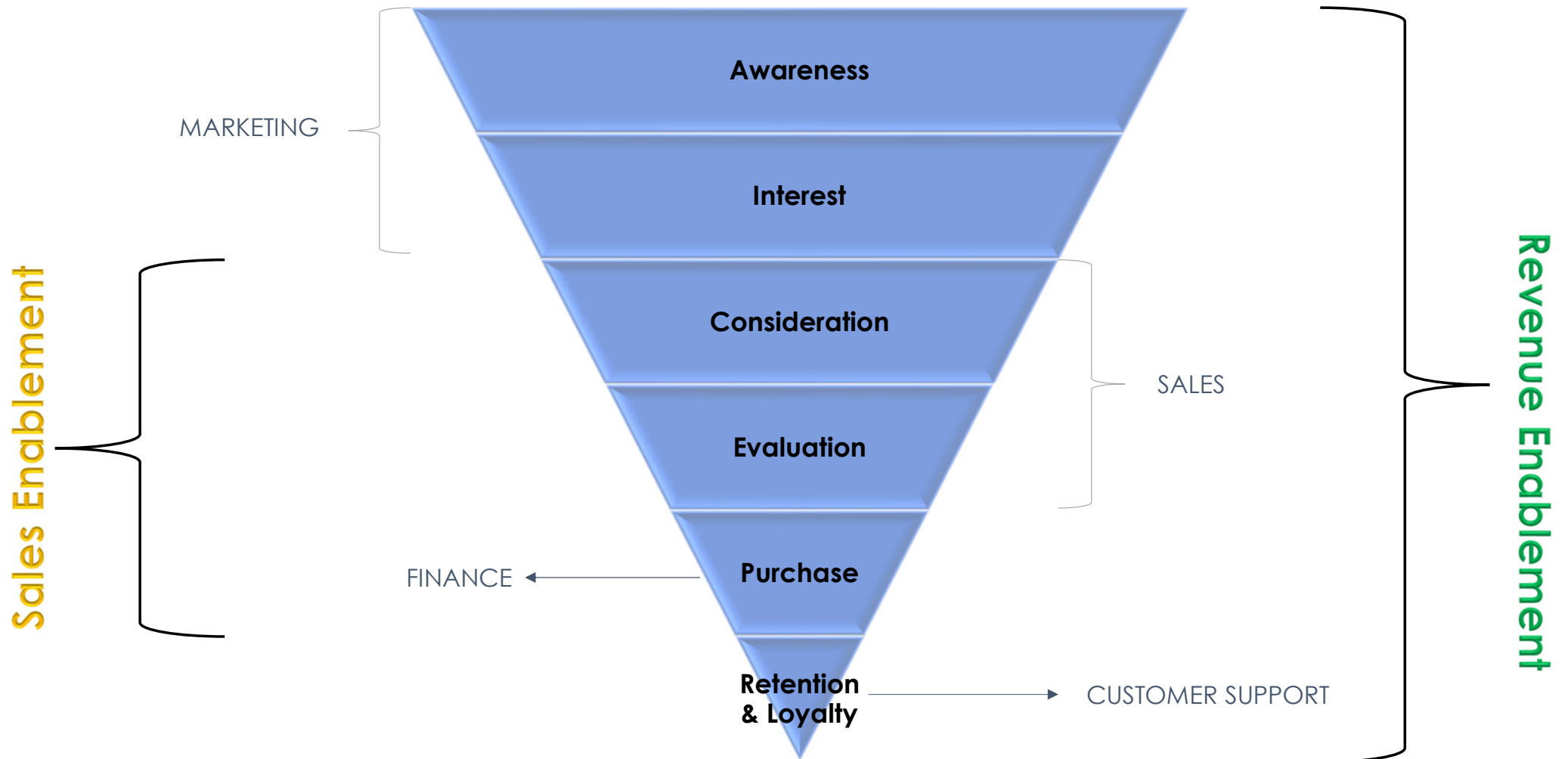


Sales Enablement Strategy

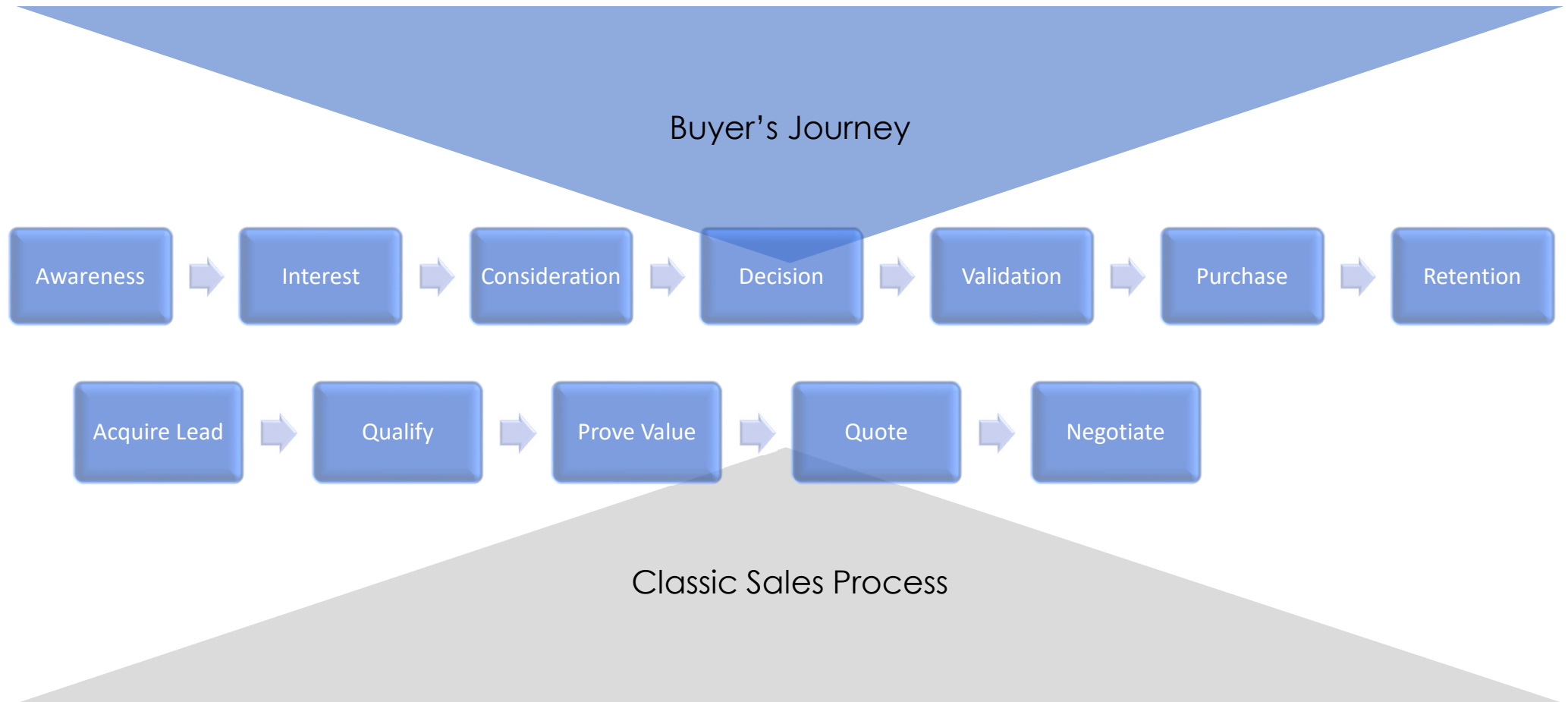
Aligning Content with
the Buyer's Journey & Sales Process



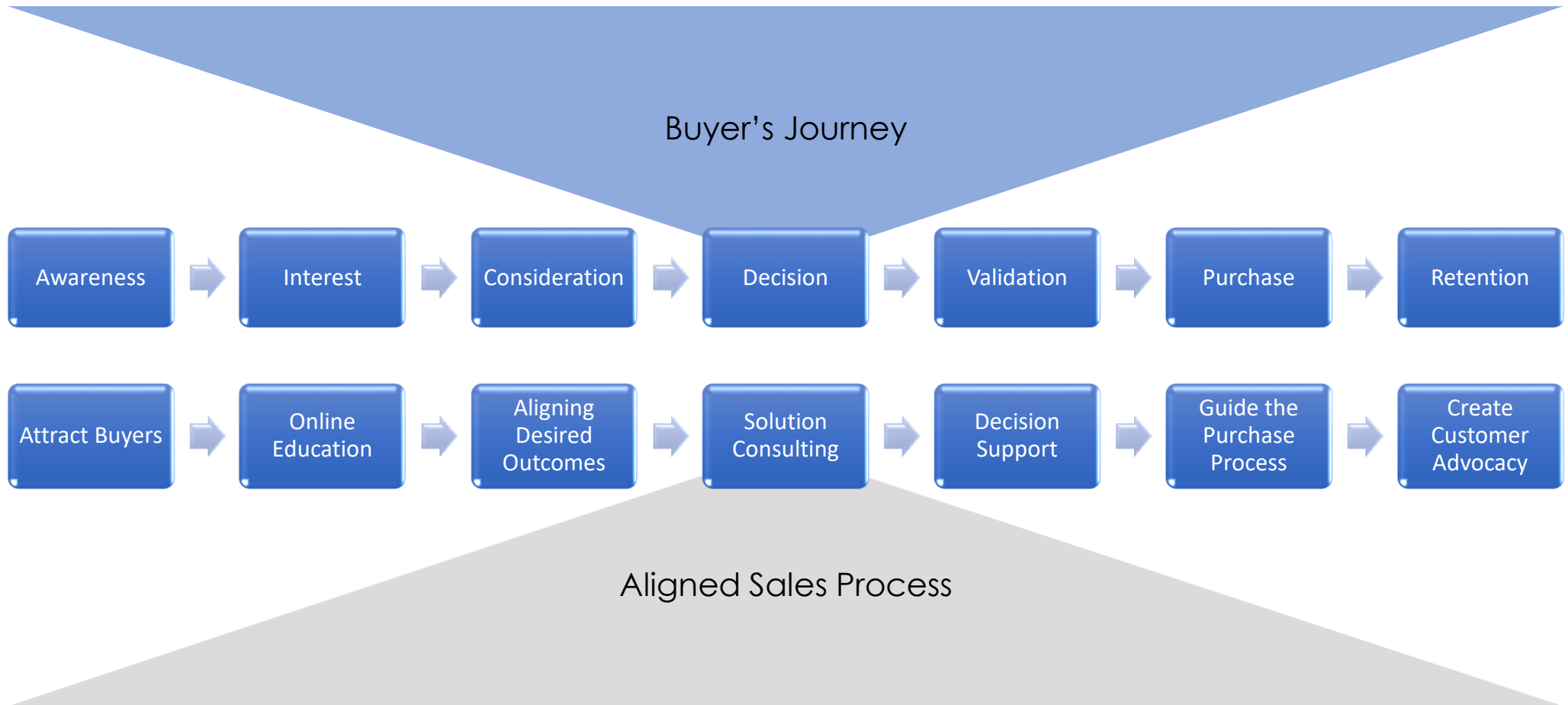
The Importance of Sales & Marketing Alignment



Before Enablement – No Alignment of Buyer's Journey and Sales Process



After Enablement - Aligned Buyer's Journey and Sales Process



What does the Buyer need to move through the Buyer's Journey?



What does the Seller need to complete the Sales Process?

Aligned Sales Process

...Seller's need



- Get high quality leads.
- How can I help the buyer?

- I need to qualify that the buyer meets our sales criteria.
- I need to discover info about the buyer to help our sales process.
- How can I help the buyer understand what we do?

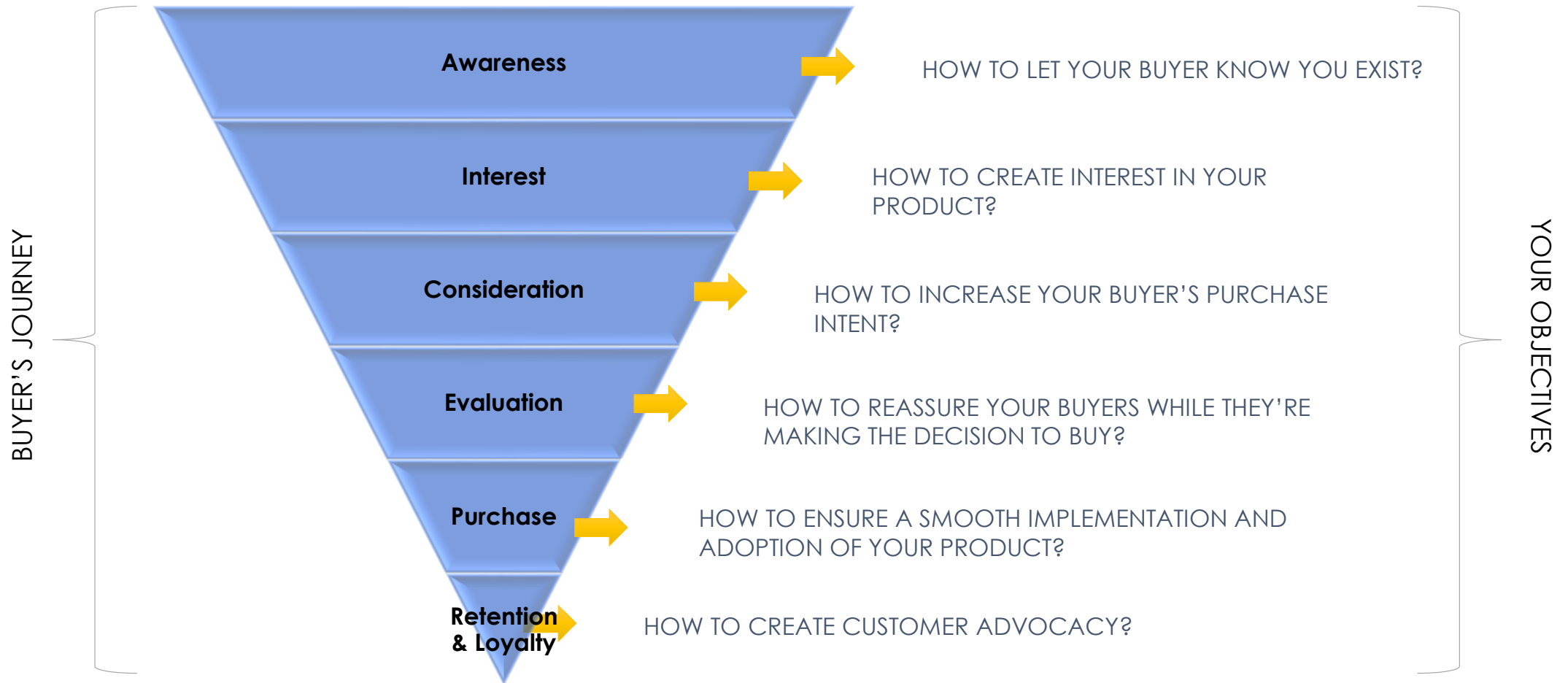
- I need to make the buyer commit to a project.
- How can I help the buyer understand what is important?
- How can I help them understand the benefit of making a change?

- I need to convince the buyer that our solution is the best.
- How can I prove value?
- How can I help our buyer convince internal stakeholders?

- I need to prove that buying my solution will have an optimal outcome for the buyer.
- Can I help them with 3rd party reference?
- Can I help them understand implementation with best practices & services?

- I need to get them to sign.
- How can I help them navigate and accelerate ours and their processes?
- How can I help our buyer convince internal stakeholders?

Align your Content with the Buyer's Journey & Sales Process



Align your Content with the Buyer's Journey & Sales Process



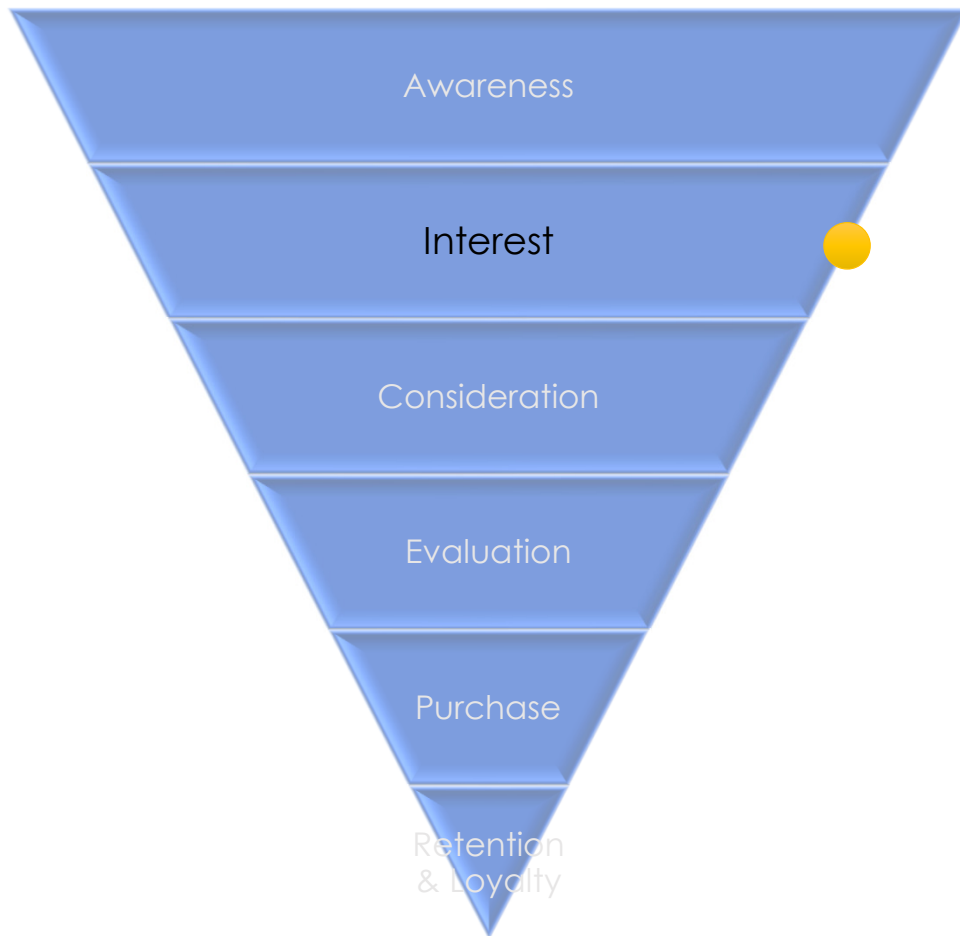
In this stage the prospect is aware of the challenge they are facing, but not of the available solutions.

► Your content in this stage must educate the buyer and not talk about your product.

Articles
Blogs
Infographics
White papers
Videos
Press releases

SUITABLE CONTENT

Align your Content with the Buyer's Journey & Sales Process



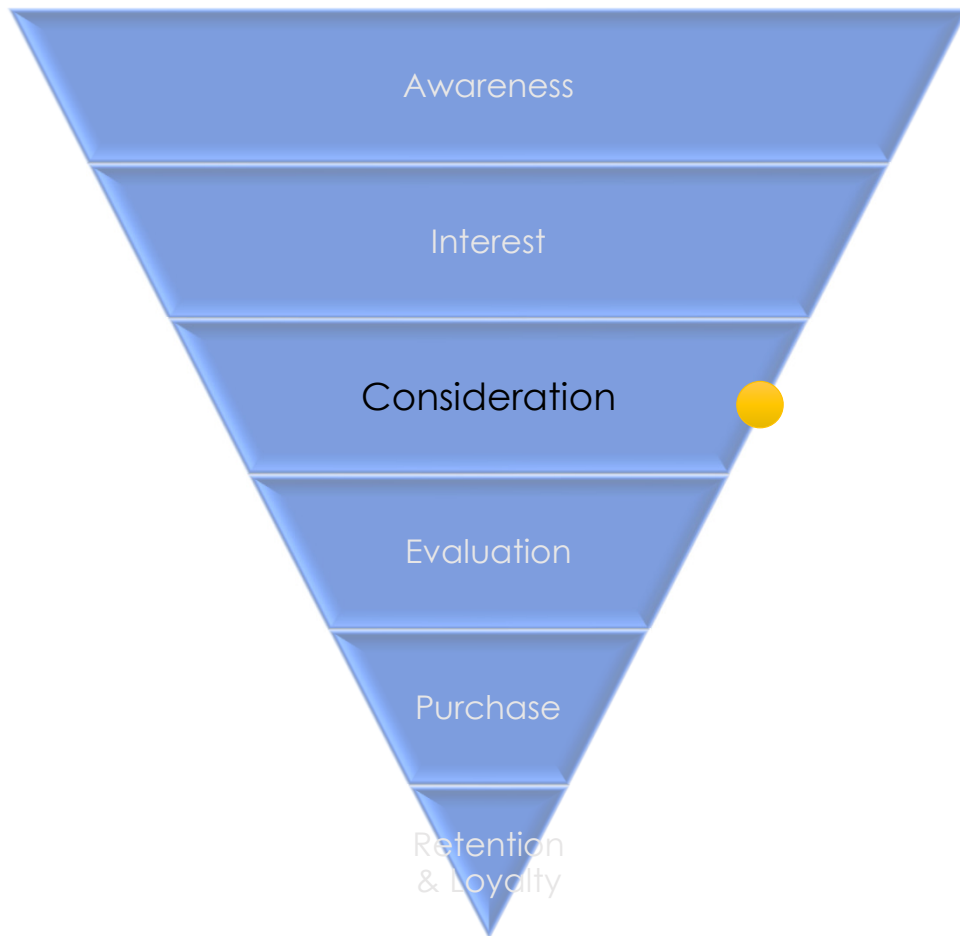
In this stage the buyer has a better understanding of his problem. His purchase intent is rising as he has found a few solutions for his challenge.

► Your content should build interest and must be downloadable resources.

Solution Videos
Sales Presentations
Webinars
Conferences
Market Research Reports

SUITABLE CONTENT

Align your Content with the Buyer's Journey & Sales Process



Here your buyer is considering the pros and cons of various solutions that are available.

► At this stage, the buyer needs more guidance in shortlisting a suitable solution to his challenge.



SUITABLE CONTENT

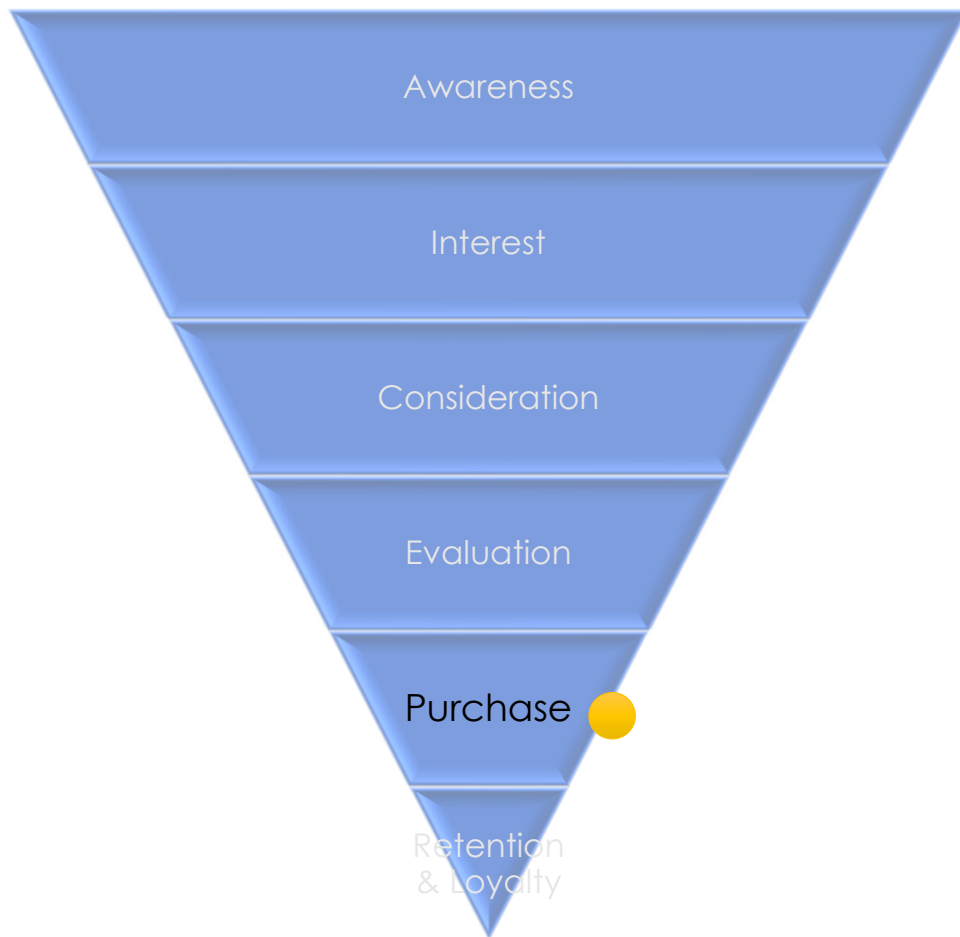
Align your Content with the Buyer's Journey & Sales Process



At this stage, buyers have shortlisted the solution, but they need reassurance that they're making the right choice.

► Your content must convince the buyer and help them make an informed decision.

Align your Content with the Buyer's Journey & Sales Process

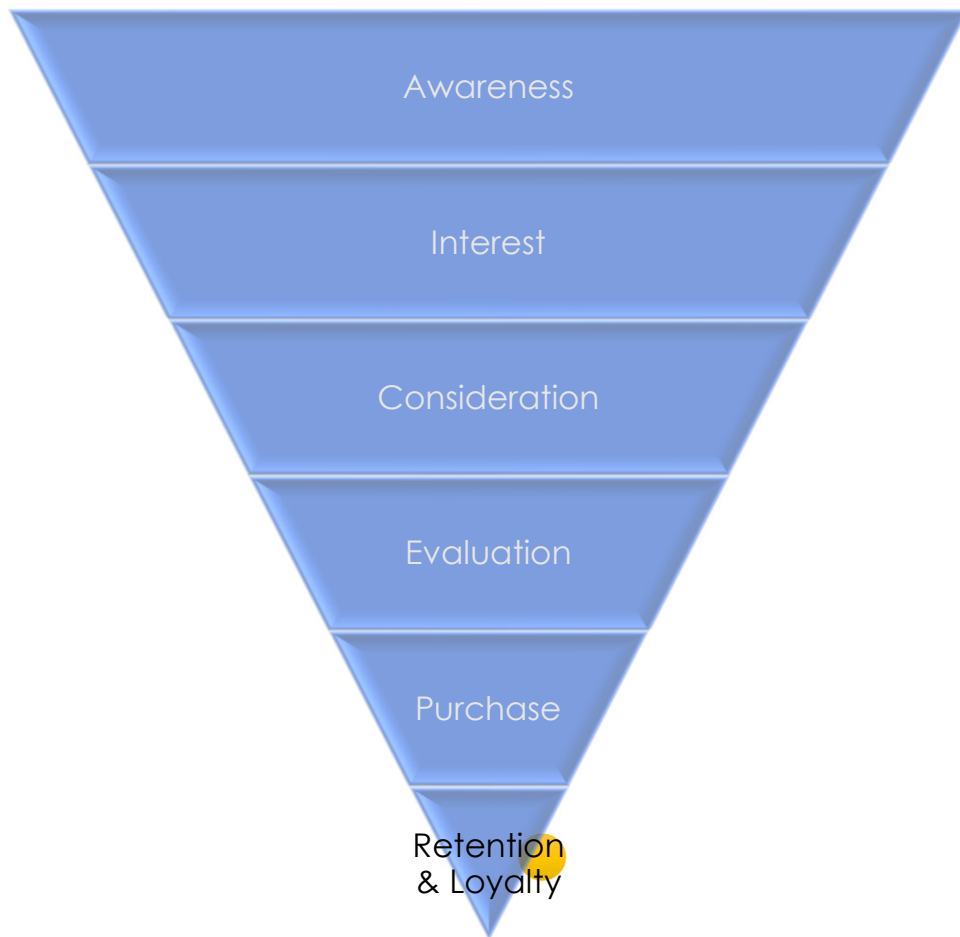


SUITABLE CONTENT

The customer has purchased your solution and now it's time to help them understand how to use it.

► As they begin to reap the benefits of the adoption, sending them content on tips and shortcuts would be highly beneficial.

Align your Content with the Buyer's Journey & Sales Process



The buyer is pleased with the product and he becomes an advocate for it by reviewing your product online.

Organize Content & Make it Accessible

#1 CHALLENGE FOR TEAMS IS TO FIND THE RIGHT CONTENT
GOOD CONTENT IS THE BACKBONE OF WINNING DEALS!

How to make Existing Content
Discoverable

ADD HEADINGS

- Make sure each content piece has a proper unique title.
- E.g.: [Product Name] Case Study_[Client Name]_[Date]

ADD TAGS

- Tag your content with the right keywords as it will make it easy to search for and also help in grouping together your content.

DESCRIBE CONTENT

- Every content piece you give your sales reps must answer two questions...
- What's in it for the sales reps?
- How is this content going to help their customers buy from them?

Organize Content & Make it Accessible

REPS SPEND 8 HOURS A WEEK SEARCHING FOR CONTENT.
FOR MOST REPS IT'S FASTER TO CREATE CONTENT, THAN FIND IT!

How to **Organize** your Sales Content

CONTENT TYPE	<ul style="list-style-type: none">• Videos, PDF's, Infographics, Presentations, Guides, etc.
CAMPAIGNS	<ul style="list-style-type: none">• Segment content based on the various campaigns you are running.
INDUSTRY	<ul style="list-style-type: none">• Different industries will have content specific to them.
GEOGRAPHIES	<ul style="list-style-type: none">• Group content based on geographical content consumption.
BUYERS JOURNEY	<ul style="list-style-type: none">• Each buyer's stage needs content specific to them.

Build out a Sales Playbook

GO-TO-GUIDE AND **AN INSTANT ACCESS POINT** OF THE MOST RELEVANT ASSETS AND INFORMATION FOR YOUR REPS TO RELAY TO PROSPECTS.

What should you
include in your
Playbook?

- Competitive Battle Cards
- Objection Handling
- Best Practices
- Ideal Customer Profile
- Industry Specific Messaging

- Sales Documentation Process
- Email / Call / Demo Script
- Product & Feature Information
- Pricing Breakdowns
- FAQ's

Personalize your Messaging using your Tech Stack

CUSTOMERS THESE DAYS EXPECT PERSONALIZED CONVERSATIONS
NOW MORE THAN EVER BEFORE...

IN THIS HIGHLY COMPETITIVE ARENA, IT IS **ESSENTIAL TO INCORPORATE**
POWERFUL TOOLS THAT HELP YOU:

- Drive contextual conversations,
- Shorten sales cycles, and
- Generate valuable business insights.



Let's get started!

WINNER



**BEST AI-POWERED
SALES ENABLEMENT**

SOLUTIONS CONSULTANCY



Southern Africa

