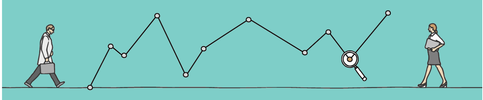
CLOSING THE GAP BETWEEN



SALES AND MARKETING

WITH...

SALES ENABLEMENT

Fortune 500 companies that report having a strong Sales Enablement (SE) program are seeing **15.3%** growth.

Of those companies that have a SE function **90%** want to maintain or increase spending in the next fiscal year.

WHAT IS IT? 1

sales enablement **(noun)** **/sāl/ en'a'ble'ment**

1. Processes, practices, tools, and technologies that improve the performance and the productivity of a sales organization.
2. Enhancement of the ability of a sales team to increase revenue via sales.
3. Drives revenue by directly impacting a sales teams' ability to close (WIN) more deals.

2 DOES IT WORK?

In organizations with an SE function...

75% REPORT THAT IT MAKES A MAJOR IMPACT ON REVENUE

25% REPORT SLIGHT TO NO KNOWN CONTRIBUTION

WHERE ARE YOU? 3

1. AD HOC
2. UNDEFINED
3. PROGRESSIVE
4. MATURE
5. OPTIMIZING

WANT TO KNOW IF YOU'RE RIGHT...?

LET'S TALK

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