

# Why I Love Sales Enablement (And You Should, Too)

May 20, 2015

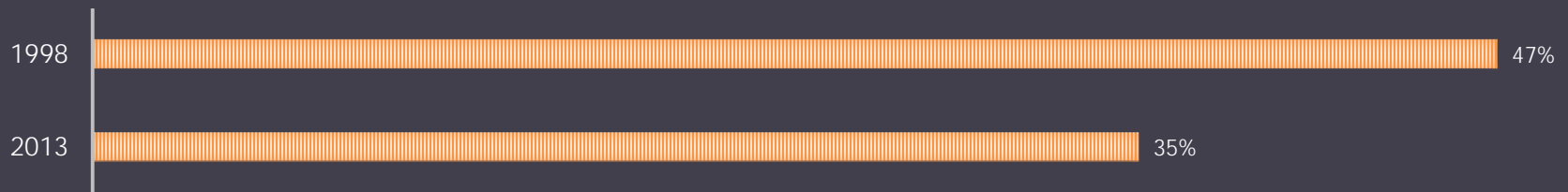
Hello.

“A sales team armed with content — content inspired by their own insights — is a sales team that can more effectively close deals. To make this happen you’ll need the right tools combined with the right processes for your company. So before you craft another piece of content, take a step back, walk over to the nearest sales rep, and have a conversation.”

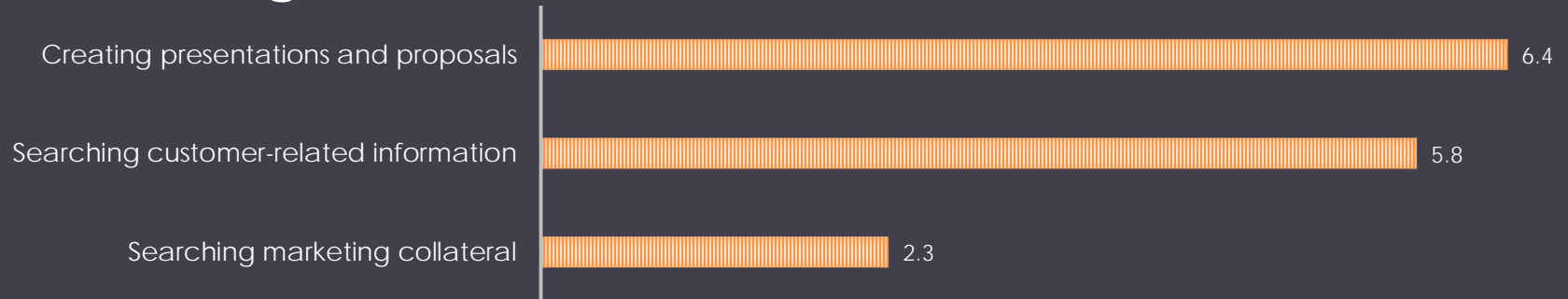
– Hana Abaza, director of marketing, Uberflip

# Available 1:1 Selling Time Each Year: 1,720 hours. 215 days.

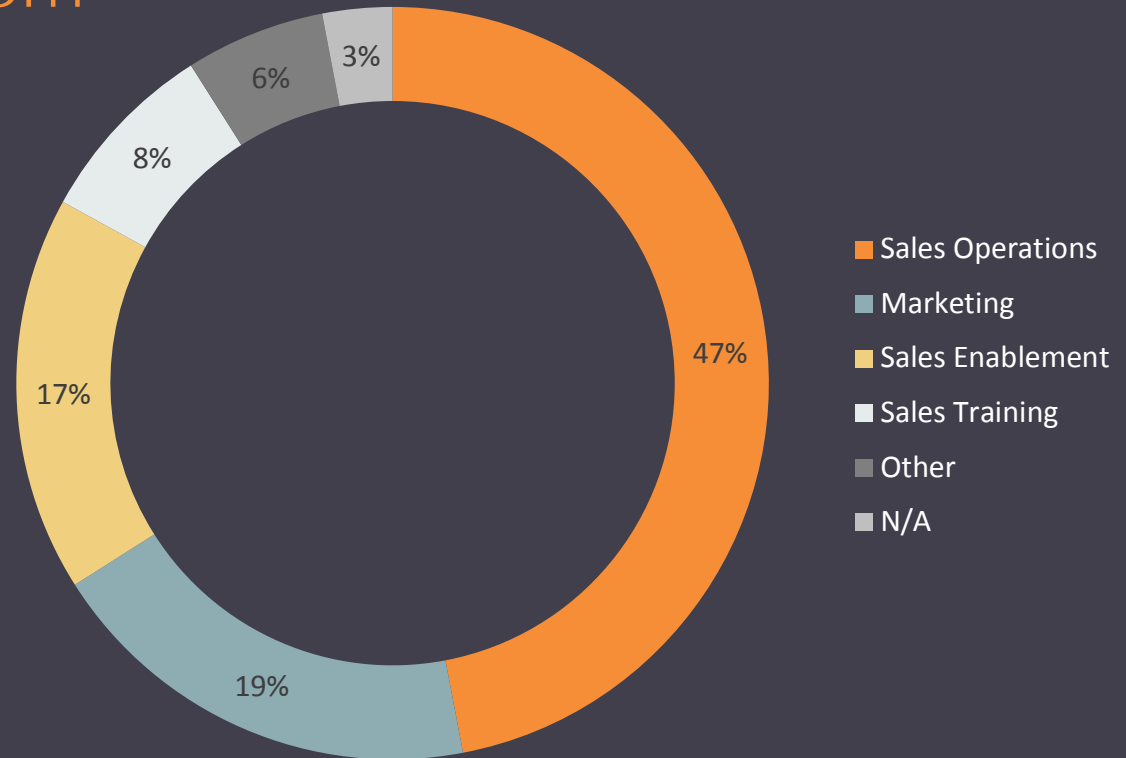
## Time Spent Selling



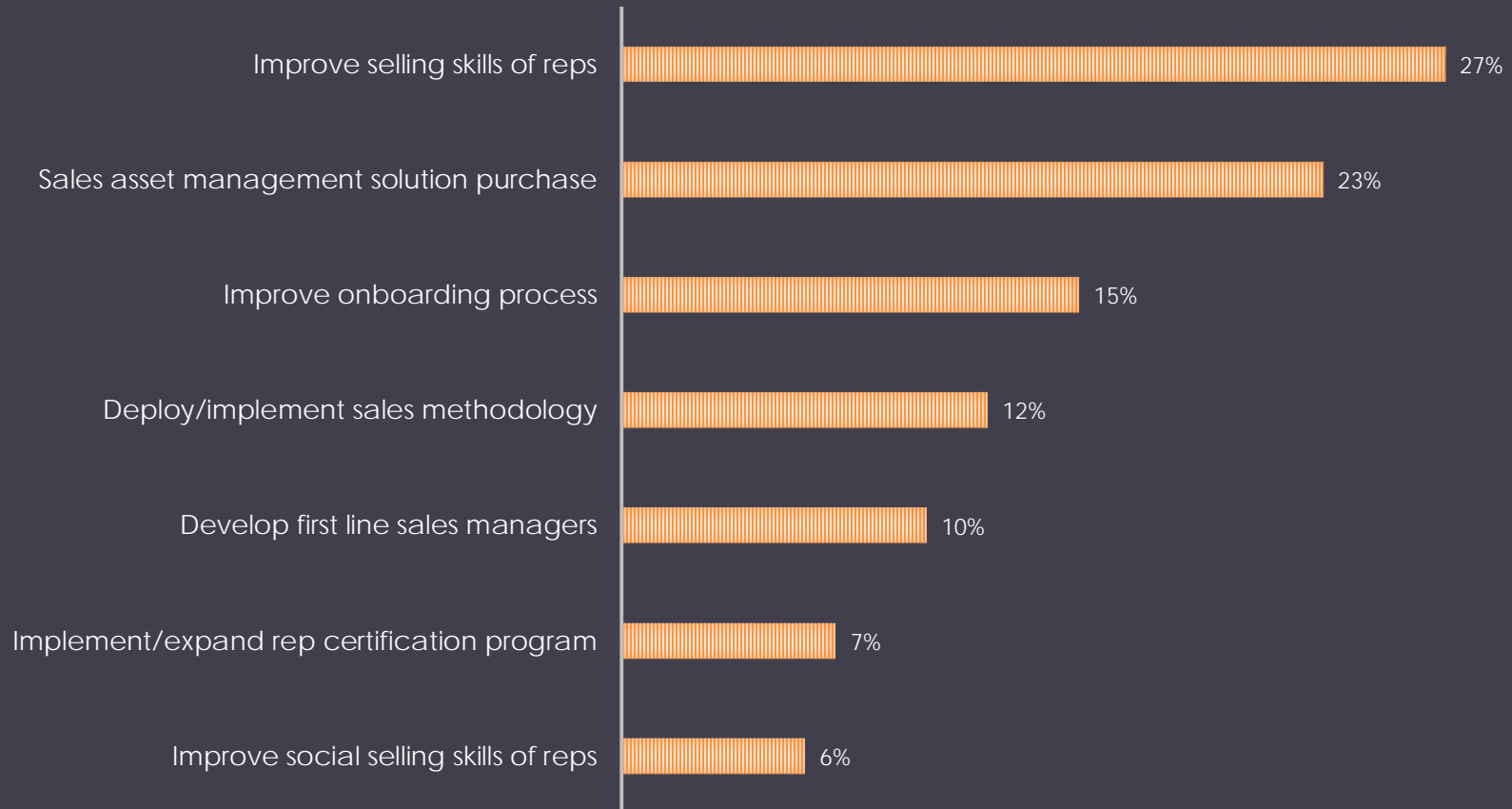
## Non-Selling Time (Hours)



The average sales enablement budget doubled **between 2012 and 2014** from \$1.2 M to \$2.4M



# Top Sales Enablement Initiatives: Marketing Has a Role



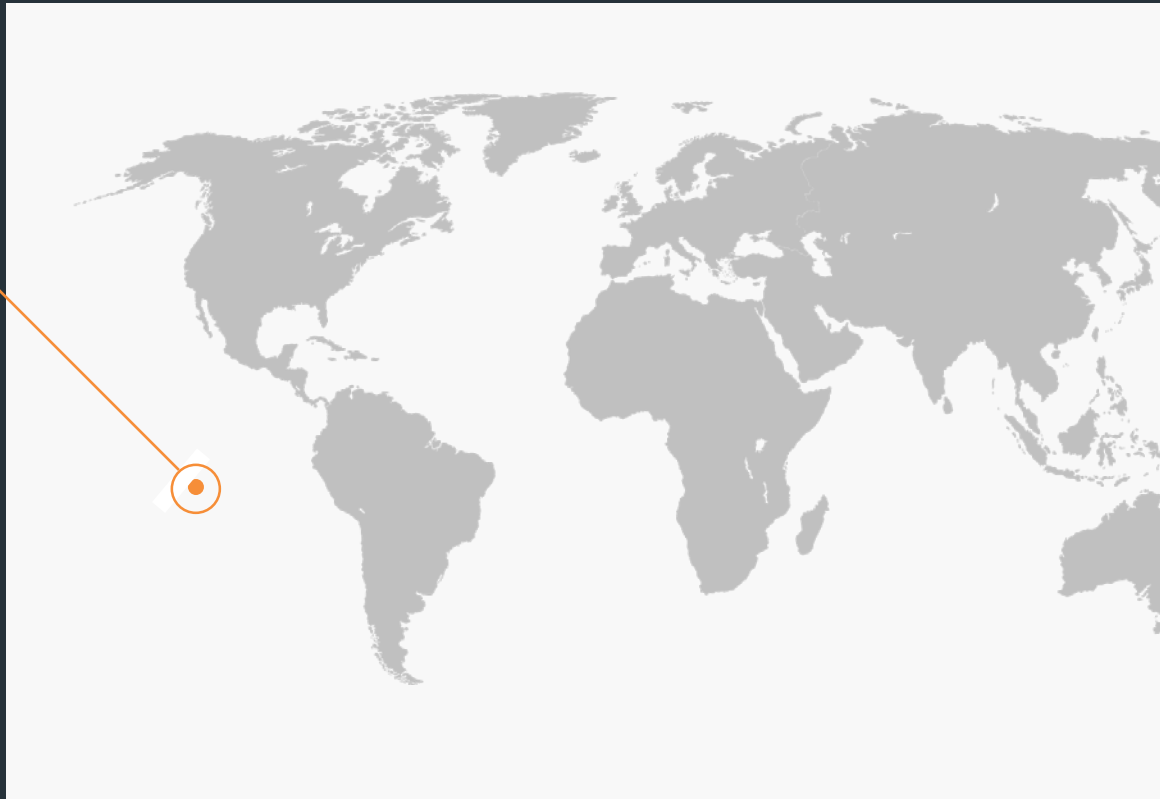
Hub+ company

Aligning sales and marketing through sales enablement, *with marketing taking the role of air traffic controller for all sales communication, increases the health and velocity of the pipeline*; elevates marketing from a cost center to a driver of revenue.



Only 300 companies worldwide  
have truly adopted a “revenue  
marketing” strategy

That's only .000261%





# Sales Enablement Strategy #1:

Develop a cross-functional team and assess your organization's readiness to implement

- Sales enablement readiness assessment
- Sales and marketing alignment assessment

## Sales Enablement Strategy #2:

Sales and marketing operate from a single version of the truth for:

- Knowledge sharing
- Marketing automation
- Customer data

# Salesforce.com Launch

downloads:  
Internet Explorer...  
Adobe Flash  
Windows Media Player

## Salesforce.com

salesforce@manpower.com

La Experiencia Manpower. La experiencia del cliente. Salesforce.com

¡Es un momento emocionante para ser un profesional de ventas en Manpower! En unas pocas semanas, recibirás tu acceso personal al nuevo Sistema global CRM del grupo de compañías Manpower, Salesforce.com

La continua institucionalización del *Client-First Focus* (el cliente es lo primero) es importante para el crecimiento de la organización. Sin una metodología consistente, apoyada por una terminología común en los procesos y aplicaciones, no seremos capaces de dar a nuestros clientes las soluciones que se merecen.

Salesforce.com no es una herramienta mágica que resolverá nuestros problemas y cumplirá nuestros deseos. Podrá, no obstante, mejorar vuestro papel de un socio de confianza de vuestros clientes, preparándoos para compromisos más profundos y mejores. Esto también permitirá que nuestra organización esté alineada, cosa que nos asegurará la aceleración de nuestra estrategia para llegar a ser la *Industry Star* de nuestro sector. Durante las próximas semanas, recibiréis emails adicionales parecidos al que acabáis de recibir. Os animamos a seguir los links que aparecen en los correos para saber más sobre Salesforce.com y su alineamiento estratégico en nuestra organización

Salesforce.com en Manpower – ¡Una manera mejor de trabajar!

Nuestro CEO Jeff Joerres habla sobre Salesforce.com  
Haz [click aquí](#)

Comprueba cómo Salesforce.com encaja con la estrategia corporativa de Manpower:

- alineamiento
- compromiso
- Aceleración

Aprende más sobre cómo Salesforce.com cumple tus necesidades:

- facilidad de uso
- visibilidad
- crecimiento del Pipeline
- dashboards

Haz [click aquí](#) para descargar una lista de CRM Champions

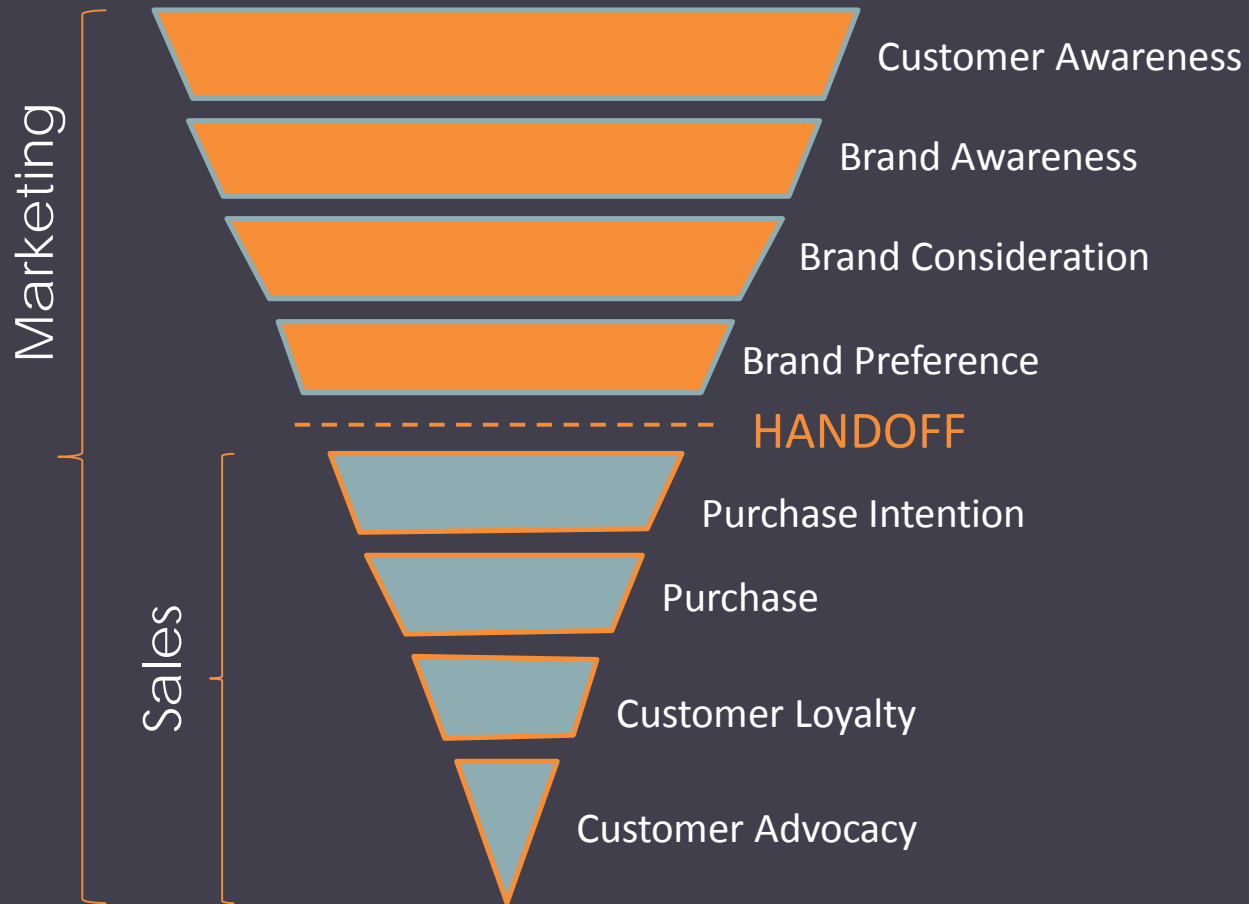
Escucha lo que tu MCA tiene que decir:

- janice sloan
- lene andersen
- sam haggag
- darlene minatel
- frank ribout
- francois de yrigoyen
- alberto fernandez
- alejandra durruty

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ELAN  
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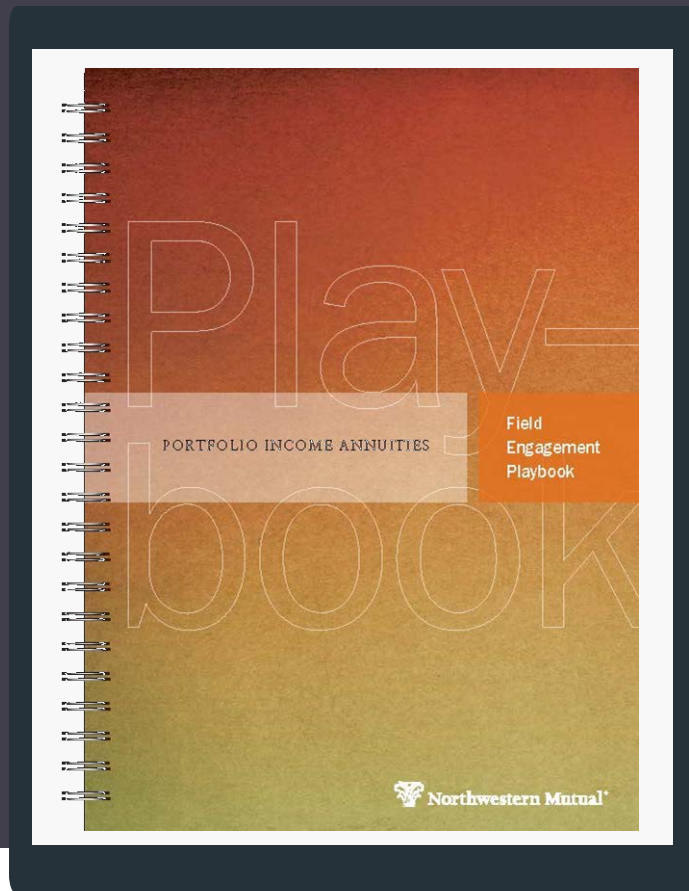
- Five email drip campaign
- Dynamically built landing page
  - Platform overview
  - Video from CEO
  - Benefits to sales
  - Videos from sales executives around the globe
  - Tips for system checks prior to access
- Top five languages
- Branded for all business lines

**Sales Enablement Strategy #3:**  
Agree on common terminology  
and ownership early; clearly  
communicate it.



Sales Enablement Strategy #4:  
Employ a multi-touch approach  
when communicating with sales.

# Portfolio Income Annuities Launch



- Field engagement playbook for regional directors
  - Terminology
  - Campaign overview
  - Key resources recommended activities key dates
- Packaged sales and marketing collateral and sales resources into a singular sales toolkit
- Video series for financial representatives
- Face-to-face and online events
- Articles across various field and leadership channels

# Ongoing Education

- Sales professionals series
- Sales managers series
- Peer-to-peer sales forums
- Sales-ready thought leadership toolkits
- Sales Resource Center

From September to December, Global Sales will provide access to a cross-brand panel of experienced sales managers who will share their personal insights and proven best practices for driving superior sales results.

## You're Invited

In today's challenging business environment, the sales manager's role is more critical than ever before. Your ability to coach your sales professionals in the development of game-changing solutions that increase win rates and shorten sales cycles are important components of Manpower's Client First strategy.

**Are you prepared to lead your sales teams to success?**

In addition to peer-to-peer panel discussions, each session within the series will also include a topic-specific demonstration of Salesforce.com followed by group breakout sessions.

Don't miss your opportunity to leverage our organization's extensive knowledge with your teams. **Register now for this exciting new sales education series!**



**Session Dates and Topics**

\*All sessions are 90-minutes in length and will begin at 7:00 a.m. U.S. Central.

**Sales Manager Best Practices**  
[click here to register for this topic](#)  
Wednesday, September 29  
Wednesday, October 20

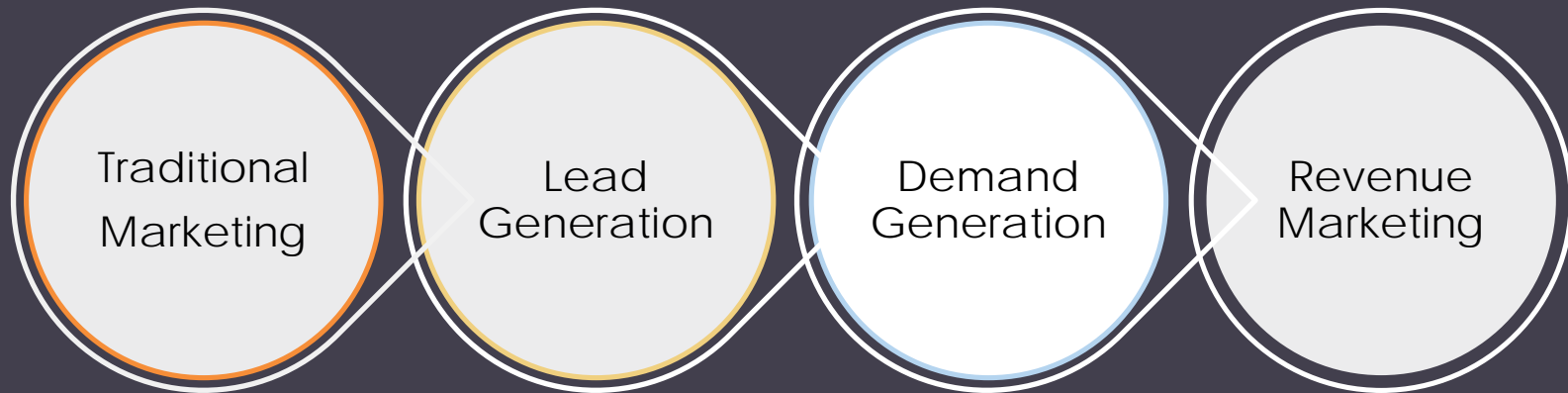
**Pipeline Management Best Practices**  
[click here to register for this topic](#)  
Wednesday, November 17  
Wednesday, December 8

**Prerequisites:**  
Assumes general understanding of Strategic Client Management (SCM) approach. Recommended completion of SCM Modules 1-6 and Salesforce.com functionality training. Please contact your CRM Champion for details or assistance.  
[www.abetterway2sell.com](http://www.abetterway2sell.com)

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Sales Enablement Strategy #5:  
Ensure shared accountability for  
revenue generation.



Marketing has little political clout, doesn't have a seat at the revenue table, and is seen as the "make it pretty" department.

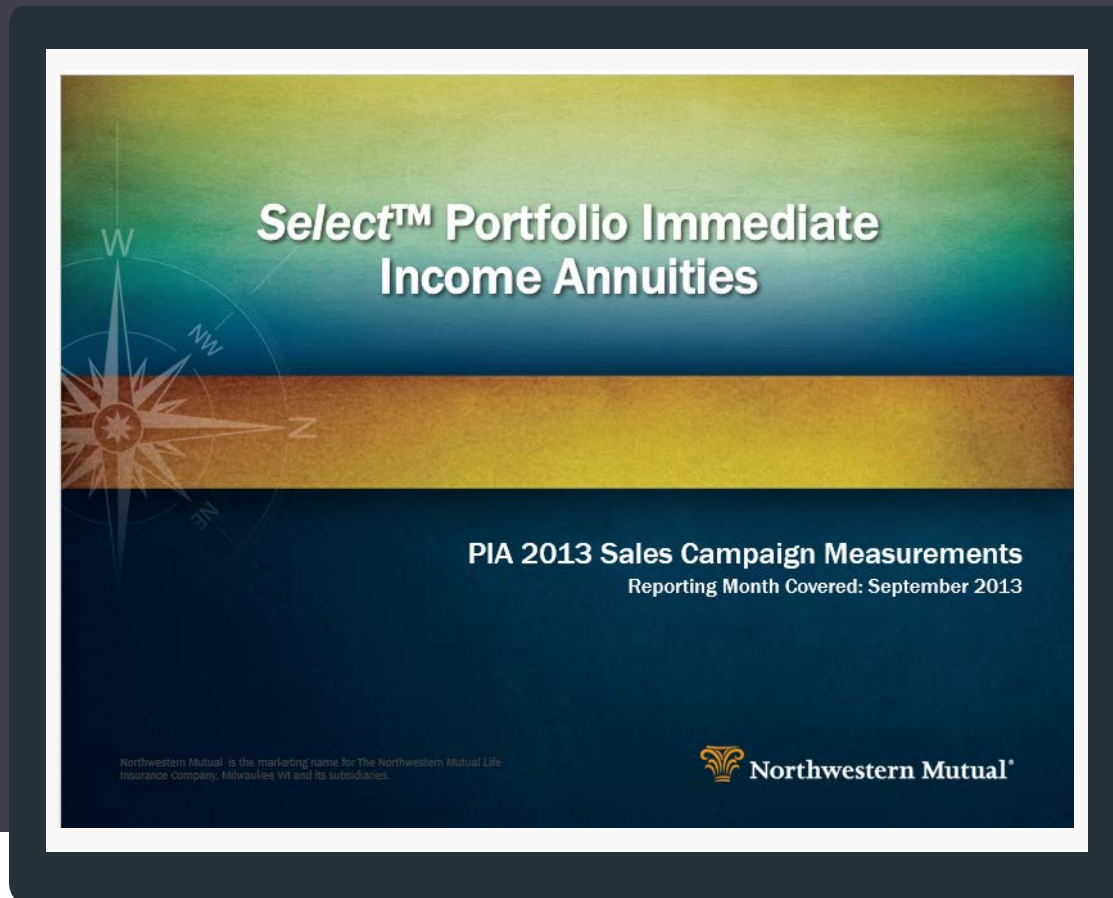
A marketing group at this stage is moving in the right direction but is still viewed as a cost center.

Marketing is focused less on quantity and more on handing over quality leads to sales; senior executives begin to realize the ultimate contribution marketing can make.

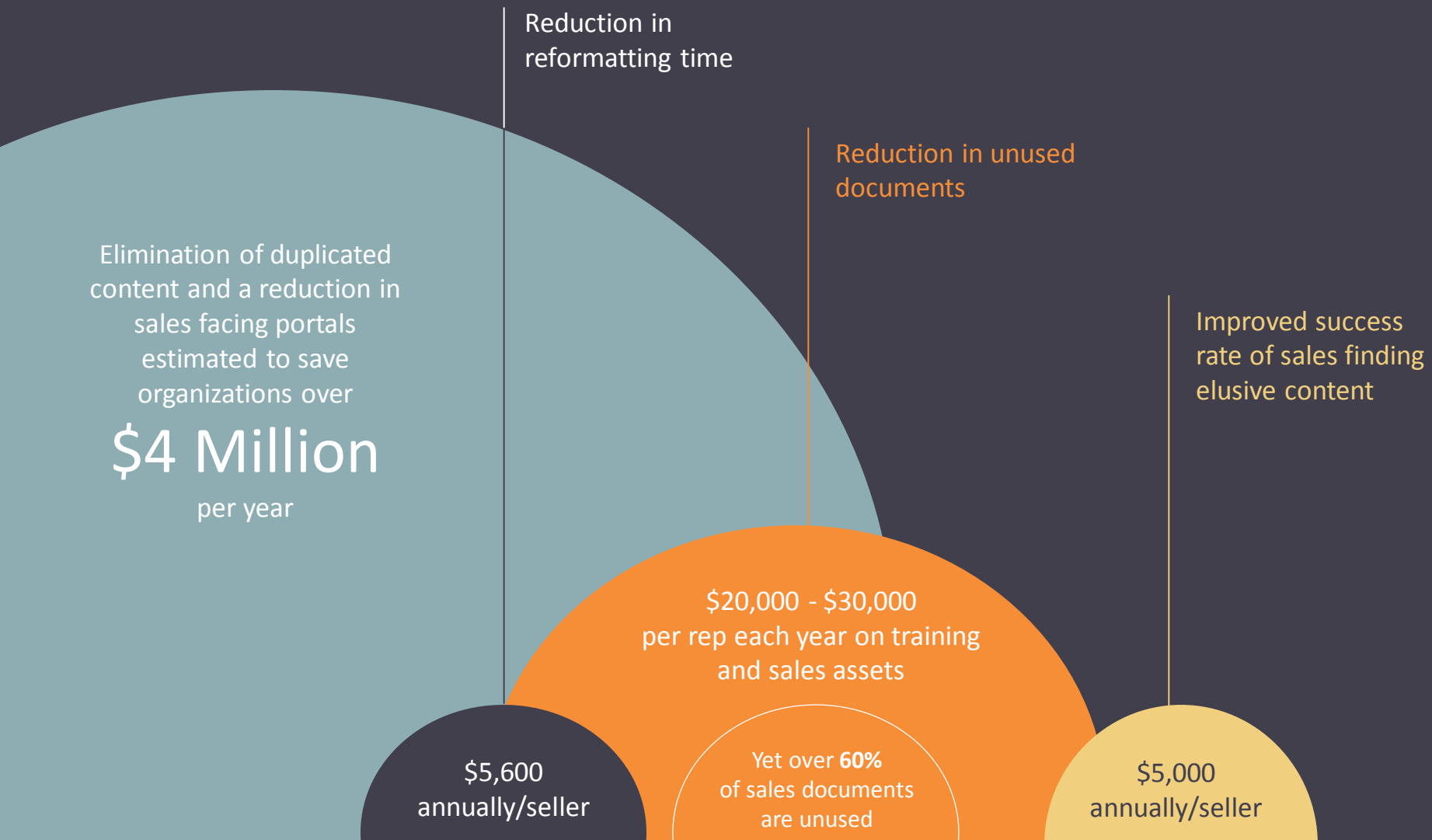
Marketing can not only report on what it did as far as contribution to pipeline and sales, but can also predict future contribution. It is now seen as a revenue center.

**Sales Enablement Strategy #6:**  
Collaborate with sales to measure  
the impact of marketing  
collateral, tools and resources.

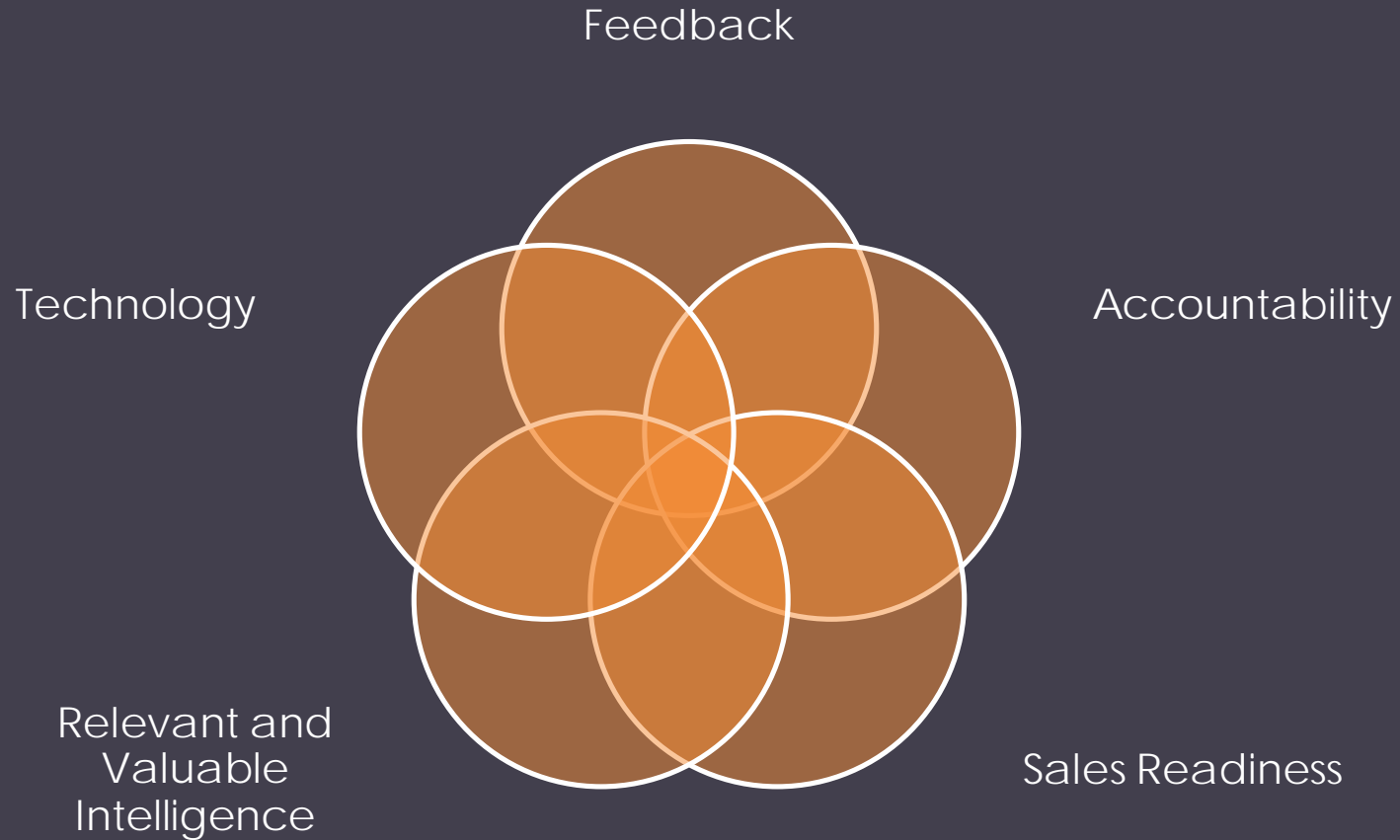
# Campaign Metrics



- Jointly determine measurements
- Report marketing progress to sales regularly



# Final Thoughts



*Hub* company

# Thank You.

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*Hub*+company

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