

CHECKLIST

# The Sales Enablement Readiness Checklist



 **SEISMIC**

# Are You Ready for Sales Enablement?

By now, you've probably heard about the benefits of sales enablement.

According to [Aberdeen](#), organizations that employ sales enablement **experience a 13.7% annual increase in deal size**. Sales enablement also inherently improves Sales and Marketing alignment. [HubSpot](#) has found that achieving true alignment within an organization can result in **208% more revenue**.

The impact of a sales enablement initiative on operational efficiency, alignment, and revenue is indisputable—and if you're not already working on a sales enablement initiative, it's time to seriously consider if your organization is ready to embark on this journey.

So how do you know if you're ready for sales enablement? Because of sales enablement's outsize effect on sales and marketing, there are plenty of signs. To help you make sense of it all, we created the following checklist to help you assess your organization's need for sales enablement. Answer these questions honestly to determine if you're ready for a sales enablement strategy and solution.

## The Checklist

Read through the below list and ask yourself if your organization is experiencing any of the following pains:

### CONTENT CREATION

*Check any that apply*

<input type="checkbox"/>	Trouble keeping documents up-to-date and compliant in a timely manner
<input type="checkbox"/>	Marketing spends too much time fielding one-off requests
<input type="checkbox"/>	No way to personalize content at scale
<input type="checkbox"/>	Unable to automate regularly updated content
<input type="checkbox"/>	No way to pull data from other sources into content creation process

## CONTENT FINDABILITY

	Collateral scattered across different repositories
	Sales spends too much time searching for content
	Difficult to maintain control over content versioning
	Can't search based on the actual content of collateral
	Sellers have trouble finding the content they need when on the go and preparing for meetings
	Difficult to partition content based on role or location

## CONTENT METRICS

	Unable to determine what content is most and least effective
	Difficulty measuring the ROI of collateral
	Can't determine which pieces of content are used most often
	Sellers can't track how buyers engage with content they are sent (e.g., how long they read or what sections they engage with most)

## COLLABORATION

	Want to increase adoption of CRM and/or MAP solution
	Marketing has trouble communicating internally with Sales
	Large sales and marketing teams find it increasingly difficult to communicate
	No single platform where marketers and sellers can easily collaborate on content

## UNDERSTANDING THE BUYER

	No end-to-end view of buyer's journey
	Unable to see how content affects the buyer's journey
	Sales doesn't have enough information about a lead prior to hand-off (pages visited and content downloaded)
	Marketing doesn't know what happens to a lead after hand-off (how content affects their journey)
	No way to quantify Marketing's contribution to revenue

# What's Next?

Did you find yourself nodding along vigorously to the above list? Does your neck hurt from nodding so much? Take some ibuprofen and then prepare for the good news. You and your organization are ready to consider a sales enablement platform. Get ready for the journey to improve sales and marketing alignment!

Now that you're well aware of the areas where sales enablement can help your organization, it's time to take the next steps. The decision to implement a sales enablement platform will require a full plan. Your plan should include:

- Researching the market and selecting a vendor
- Establishing goals and objectives
- **Building and presenting a business case** for sales enablement within your organization
- **Issuing an RFP**
- Organizing your teams and content
- Detailing how the organization will execute on your vision

A clear plan is necessary to set your organization up for success with sales enablement. A sales enablement platform is a large and important investment. You can't be too prepared. Take the time to read as much as you can, to do your research, and then come to an informed decision. Finding the right partner in your sales enablement journey is incredibly important for your organization.