

Accelerate Pipeline

Close more business, more efficiently

Lead generation is a critical measure of any organization's success. Once you have the right leads at the right volume, your sales organizations has to be equipped with all the intelligence and data to ensure that they are winning all the "micro-decisions" through the buyer's journey. An effective sales enablement tool and strategy brings this information together and serves it to the sales rep in a timely and effective manner.

Enablix's hyper targeted and contextualized recommendations, that are integrated into existing tools like Email & CRM, arm sales reps with the right information to win these micro-decisions. This efficiency and timeliness accelerates a reps pipeline but it also improves the win-rate for an organization. Here we illustrate three use cases that discuss how Enablix can help accelerate pipeline velocity and reach positive decisions faster.

Winning Content

Enablix pushes "hyper-targeted" content to sales reps. Content that has resulted in previous successful outcomes is prioritized over general content. Certain content artifacts are given more weightage based on industry best practices.

Relevant Factors

- Previous Wins
- Deal Account
- Deal Stage
- Deal Size
- Solution

Prioritized Content

- Analyst Reports
- Win Reports
- Case Studies
- Comparable References

Re-Engage Cold Prospects

It is very common for potential prospects to go cold. Getting cold prospects to pay attention is a critical driver in moving the pipeline and winning more. Enablix's recommendation engine identifies stalled deals and recommends relevant content to sales reps for engaging with the prospect. Some examples of content that can help reps re-engage

- Market News
- Analyst or Press Mentions
- Blogs/White Papers/eBooks
- Case Studies
- Product Launches

Competitive Stories

In B2B software sales, getting an upper hand over your competitors can make all the difference. Your organization is always competing either with other vendors or with customer's internal stakeholders who have a vested interest in an approach that does not include you. Therefore building a robust competitive intelligence framework for winning deals is critical. Enablix helps organizations not only establish this framework but also execute it in the context of your sales pipeline. These stories can help the rep navigate customer conversations with successful outcomes. Following are some of the scenarios where competitive stories make a difference:

- Objection Handling
- Price Negotiations
- Competing Internal IT
- Lack of References
- Incumbent Competitor
- Enabling Your Champion