Sales Enablement
Deliver targeted information to drive the right sales outcome

Is it working?

- Is your organization's investment in sales content delivering results?
- Are you successfully scaling the collective intelligence of your organization?
- Is the process to enable/educate sales absent or at best ad hoc?
- Does marketing and sales experience redundancies in communications?
- Have you invested in a sales enablement process to see disappointing results?

Sounds familiar? You are not alone. Sales and marketing teams continue to struggle with these challenges. Enabling sales with the right content at the right time helps sales productivity but also delivers the right outcome.

Informed Reps = More Revenue

Are you communicating effectively across your channels?

Sales and marketing organizations are exploring newer communication channels in the hopes of streamlining the sales enablement process. But this move is having a counter-effect, and is leading to

- Inconsistent information across channels
- Marketing investing non-productive time in organizing and distributing content rather than building the right content
- Sales, continuous need for contextually fit information
- Disappointing adoption of newer communication channels

Newer communication channels are not the answer to the sales enablement problem. They are a medium of distribution. They do not help recommend the relevant content at the right time.

Multiple Communication Channels
- EMAIL
- CRM
- SALES PORTAL
- SOCIAL NETWORK

SALES PORTAL	INTELLIGENCE	SCALING SUCCESS
Do sales reps find information for their deals on the sales portal? Or do they rely on email? Most likely, it is the latter scenario. Do you wonder what purpose the sales portal serves?	Does your organization know what is the effectiveness of their content investment? Do they know whether they are investing in the right kind of content?	Are you trying to scale the success in one section of your sales team to the broader sales organization? How can you accelerate your sales pipeline?

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2. **Automate Recommendations**

- Enablix listens on specific triggers to distribute content
- Standard library of sales trigger for every sales organization
- The trigger establishes context for the recipient(s)

1. **Centralize your communication**

- Marketing focuses on developing content, not organizing & distributing
- Enablix makes your existing sales communication channels smarter
- Sales reps get information in the apps they use. E.g. CRM, Email etc.

MARKETING

PUBLISH

SALES TRIGGERS
- New Opportunity
- Updated Opportunity
- New Lead
- Sales Campaign
- New Hire
- End of Quarter
- Deal Won/Loss
- Customer Mgt
- Etc.

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CRM
EMAIL
SOCIAL NETWORK
SALES PORTAL
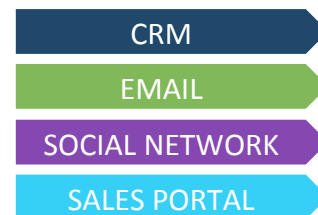
SALES

3. **Targeted & Relevant**

- Enablix establishes relevancy
- Several factors that drive relevancy:

Geography	Fiscal Year
Market	Quarter End
Product	Content Type
Account	Content Popularity
Solution	Rep Pipeline
Deal Stage	Rep Tenure
Wins	
Losses	

4. **Improve Pipeline Velocity**

- Sales team receives targeted content for their opportunities and accounts
- Facilitate customer decision making in your favor
- Establish an automated coaching and enablement process
- Empower your reps with a powerful content search to accelerate pipeline

CONTENT BLUEPRINT

Enablix delivers a comprehensive content blueprint that is targeted for sales and marketing functions. This reduces time to market and helps with automated recommendations based on content relevancy.

LEVERAGE INVESTMENTS

Enablix integrates with your existing communication channels (e.g. Email, CRM etc.). It also integrates with your existing content management system (e.g. Box, Sharepoint, Dropbox) to ensure data privacy and consistency.

ACCELERATE PIPELINE

Enablix significantly accelerates your pipeline velocity by recommending hyper targeted content to the sales reps. Armed with the right intelligence, reps can push for quicker favorable decisions.

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Information that matters.