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MODULE 1

Crafting the Sales
Enablement 3.0 Blueprint

OVERVIEW

**SALES ENABLEMENT IS BOTH AN ART AND A SCIENCE.
THE PROCESS IS LIKE A SWAN: ALL YOU SEE IS THE
GRACEFUL GLIDE ACROSS THE WATER, BUT UNDERNEATH
IS WHERE THE WORK IS REALLY HAPPENING**

~ Roderick Jefferson

This module will cover how to assemble the sales enablement, the 5 Ps, and build your internal partner ecosystem. To find more information aligned with the exercises in the module, please refer to Chapter 4 in the book ***Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence***.

EXERCISES INCLUDED

- **Assembling the Sales Enablement Team**
- **The 5 Ps (Purpose, People, Programs, Performance, and Platforms)**
- **Defining Your Partner Enablement Ecosystem**

The Purpose of Assembling the Sales Enablement Team

A world-class sales enablement organization is a strategic powerhouse that drives seller success, customer satisfaction, and revenue growth. It goes beyond providing tools and training—it creates a cohesive, scalable system that empowers teams to perform at their best in any market condition. The key functions of a sales enablement organization will depend on the size and maturity of your company. In general, the roles and responsibilities will include leaders, program managers, trainers, instructional designers, and coordinators.

Key Purposes:

1. **Strategic Alignment:** Ensure all enablement initiatives are aligned with business goals, sales strategies, and buyer expectations.
2. **Consistent Excellence:** Deliver a unified approach to onboarding, training, content, and tools to maintain high performance across sales teams.
3. **Data-Driven Optimization:** Use metrics and analytics to refine enablement programs, ensuring continuous improvement and measurable impact.
4. **Cross-Functional Collaboration:** Act as the glue between sales, marketing, product, and leadership to drive shared success.
5. **Scalability and Adaptability:** Build a framework that evolves with the business, enabling rapid response to changing markets and customer needs.



EXERCISE

#1

ASSEMBLING THE SALES ENABLEMENT TEAM

INSTRUCTIONS

How to Complete Interactive Worksheet Templates

1. **Review** the Example: In the example shown, the titles of each role are listed along with their responsibilities.
2. **Fill in the Blanks or Fields:** Click on the fields provided and type in the titles and responsibilities for your team.

NOTE: As you can see, each of these roles serves a specific function within the sales enablement team. However, success will not depend on the roles themselves but on the level of interdependency and balance of responsibility required to meet the needs of the sales organization across the buyer's journey.

Assembling the Sales Enablement Team

EXAMPLE



Assembling the Sales Enablement Team

The key functions that make up a sales enablement organization will depend on the size and maturation point of your company. In general, the roles and responsibilities will include leaders, program managers, trainers, instructional designers, and coordinators.

Roles & Responsibilities



Sales Enablement Leader: What are these individuals responsible for in your organization?

Example: This is typically a seasoned vice president, senior director, or director. This person is responsible for setting the organization's scope and vision, designing, and leading with a strategic focus on the design, development, implementation tools, programs, processes, and metrics. They are also the voice of the customer and the field within the company's leadership team.



Program Managers: What are these individuals responsible for in your organization?

Example: These individuals should be viewed as an extension of the sales segment or regional leader that they support. They are responsible for sales leadership engagement, identifying skill gaps, sharing best practices, and driving two-way communication with the sales leader.



Trainers: What are these individuals responsible for in your organization?

Example: Building specific training programs and preparing teaching plans, as well as developing or overseeing the production of classroom materials and facilitation.

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Instructional Designers: What are these individuals responsible for in your organization?

Example: These individuals are responsible for curriculum design, development, and updates. They should identify the appropriate delivery modalities, which include audio, video, podcasts, simulations, role plays, gamification, etc.

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Shared Resources. What are these individuals responsible for in your organization?

Example: These individuals are responsible for coordinating program logistics needs analysis, survey updates, deployments, and tabulation, as well as communications, survey scores, metrics, tracking, and reporting. While this is usually an entry-level position, it should not be positioned as a low-level administrative role.

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