


Sales Enablement Report - Outlook for 2021



Here at Scaura, we are working on improving sales enablement day in, day out. Just like most of you, we see the world is currently changing at a rapid yet erratic pace. The way prospects are being turned into paying customers at its core does not change: communicating what is needed to the right stakeholders. How the communication process unfolds however, will continue to evolve over the next couple of years. Perhaps even beyond a few years.

Sales enablement, for most companies, has become an integral part of their business. The alliance forged between a company's sales and marketing departments is a powerful one, definitely in terms of driving sales.

We are very much data-driven, so in order to see how sales enablement is accelerating growth across the business landscape, we have conducted a survey among marketers from various industries. We have asked how they felt about sales enablement in general, but also went more in depth ranging from tools used to insights gained.

And just in case you are wondering whether sales enablement will work for your business...

You are more than welcome to request a demo with us, we will gladly show you the benefits it will bring.



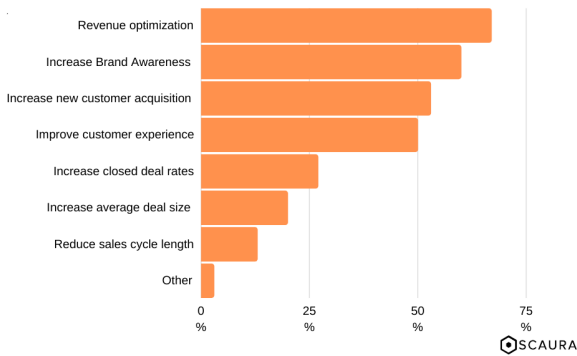
All the best,
Norbert Bessems
Co-founder

1. General

Sales enablement at its core is all about providing salespeople the content and tools to sell more effectively. It also helps them to engage buyers throughout the buying process, all the while optimizing the process using a data-driven approach. A close partnership between a company's Sales and Marketing departments is a critical component for this approach. In this survey, we looked at the way in which companies have integrated sales enablement into their commercial affairs.

The goals of a company's sales enablement strategy

What are the goals of your company's Sales Enablement strategy? (multiple choice)

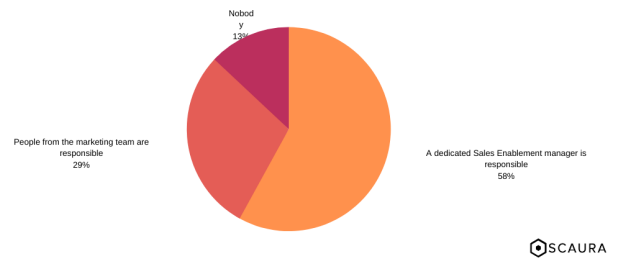


It should come as no surprise, that the catalyst for most companies to get into sales enablement is revenue optimization, closely followed by raising brand awareness. One can say, that the response is a perfect mixture for what sales enablement stands for, a blend of sales and marketing.

Increasing the number of new clients acquired and improving the overall customer experience deserve to be mentioned here as well, with still roughly 50% of the respondents stating these are goals of their company's sales enablement strategy.

The importance of proper sales enablement proven

Who is responsible for Sales Enablement in your company?



Yes, sales enablement is a combined effort of both sales and marketing teams to create more opportunities to capitalize on. But the fact that close to 60% of those questioned say they have a dedicated Sales Enablement Manager speaks volumes of the importance to properly manage this process.

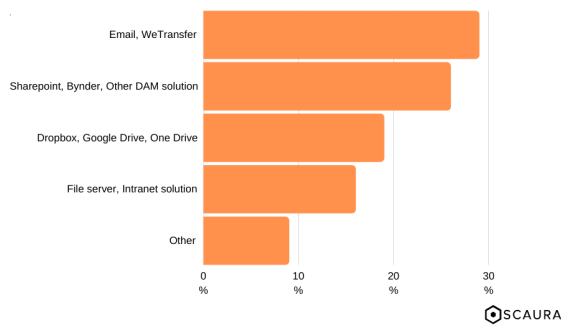
Furthermore, well over 70% of the respondents say their sales and marketing teams meet at least once a month, which strengthens the claim that these teams are actively cooperating. Encouraging.

2. Tools

Proper sales enablement heavily relies on a set of tools which facilitate sales and marketing teams in their quest for more clients, more revenue and a better customer experience overall.

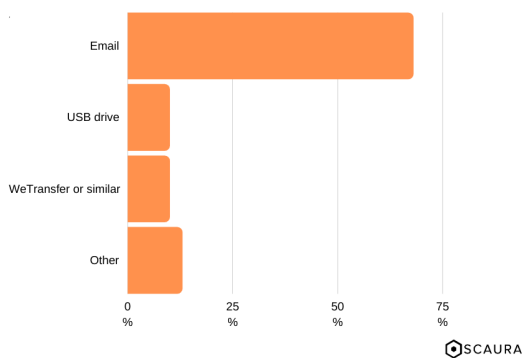
Internal distribution tools

Which tools are used for distributing Sales content to the Sales Team?



Following the process that is sales enablement, the marketing team creates content first and then distributes it to the sales team, for them to share it with the prospect.

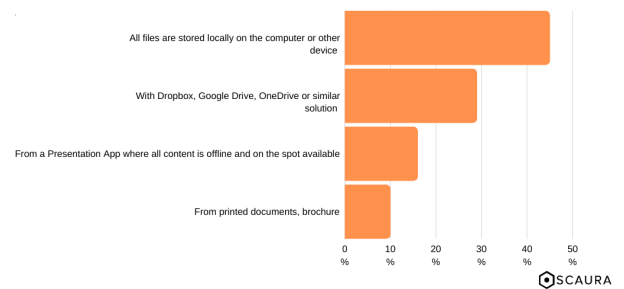
Which tools does the Sales team use to share Sales content with the prospect?



There is a plethora of means out there for sharing content with other people, which is reflected in the response to the question which tools are used to distribute content to the sales team. Email remains the most popular way to communicate, but it's not far ahead and even sharing the top spot with WeTransfer. Just behind these two, we find Sharepoint and Bynder, followed respectively by perhaps more well-known platforms such as Dropbox, Google Drive and OneDrive.

Email is still the go-to way for most salespeople

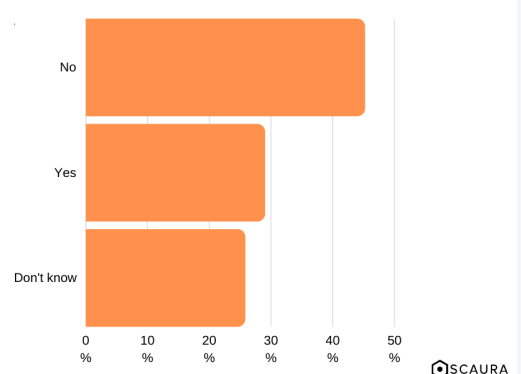
In which way does the Sales Team access and open presentations and other content during Sales conversations/pitches?



Distributing content is one thing, but opening and using it remains a different beast, so to speak. Sales people definitely still fashion the good old email to access content, swiftly moving forward to save these files on their desktop or handheld device. Dropbox, Google Drive and OneDrive are slowly gaining more popularity, but they are still some way behind simply dragging a file from your email to your desktop.

With this in mind, it is no surprise that almost half of the respondents felt that salespeople do not make the most of the available sales content during meetings and follow ups.

Do you think that your Sales Team makes the most of all available Sales content during meetings and follow ups?

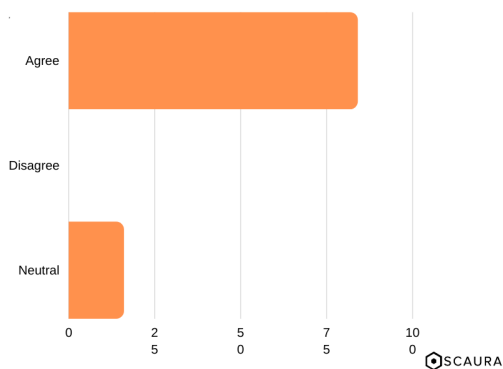


3. Content

This is where sales enablement peaks: creating quality content that can be utilized in every logical way to drive forward the performances of your salespeople.

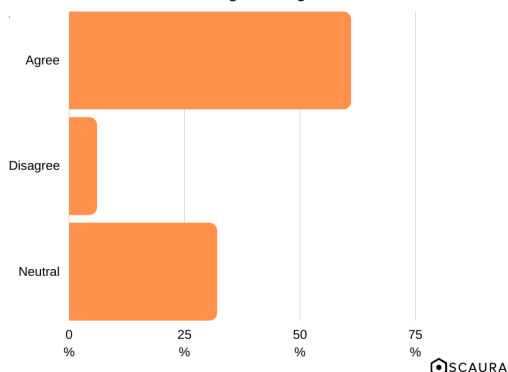
Content plays an increasingly important role in the sales team's ability to deliver their commercial pitch

To which extent do you agree with the following statement: "Content plays an increasingly important role in the Sales Team's ability to deliver their commercial pitch."



Good salespeople are naturally capable of delivering a commercial pitch when it matters. But, even the most talented need a hand every now and then. We asked our respondents how they felt about the role content plays in terms of delivering a sales pitch. The result was as clear as any result: 83% of those questioned feel the role that content plays is become increasingly important.

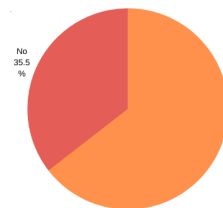
To which extent do you agree with the following statement: "Content is updated in a very frequent way and for Marketing to control distribution to the Sales Team is a big challenge."



That does not mean it is all plain sailing. With today's world and therefore markets, always changing at breakneck speed, it is a big challenge to keep this content fresh and up to date. Almost two thirds of the respondents fully agree on this.

Insight on which content actually drives conversion

Do you, as marketer, have insight on which content drives deal conversion?



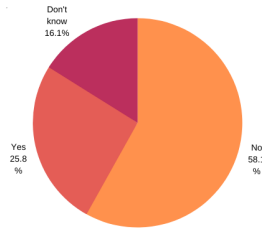
In order to improve, you need to know what works and what doesn't. Sounds simple, but actually having the insights is one of the key questions in sales enablement. The fact it can be challenging is reflected in this survey, as the numbers are close to being even when asked whether the insights are there.

4. Data

If there is one thing sales enablement will definitely do, given it is done properly, is giving you valuable data to improve on previous accomplishments. Data can be both on how content is actually used, as well as which content really drives any deal home.

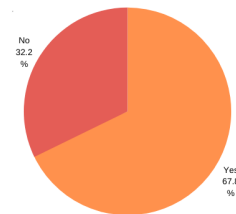
Insights on how content is used

Can the Sales team track if and how shared content is viewed by the prospect?

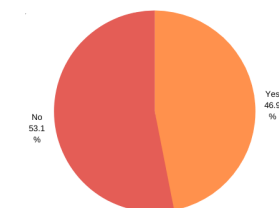


It is not uncommon, that salespeople have no possibility to track how content is being used by a prospect. More than half of the respondents admit they cannot track the way their prospect is using the content they provided.

Do you as a marketer, have insight in which content is used by Sales?

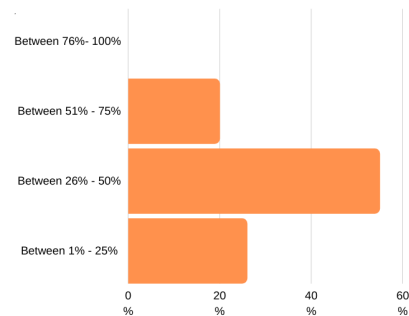


Do you, as a marketer, have data insights on what content Sales has shared with prospects?



As for the marketers, two thirds of them say they can see which content their salespeople are using. About 50% of those questioned however, cannot see which content is being shared with prospects nor can they pinpoint which representative is using what content. Most of them feel, that anywhere between 26 and 50 percent of the content provided is not being used at all.

Off all the content you create for Sales, what is your estimate on the percentage which is not used?



A bit contrasting it is perhaps, that 64% of the respondents claim to have insight into the kind of content that really drives conversion.

Conclusion

All in all, there is no doubt that sales enablement adds value to businesses.

Content plays an increasingly important role in the sales team's ability to deliver commercially. But on the other hand, there is the challenge for the Marketing department to keep the content that is being distributed up to date.

Despite the many ways in which content can be distributed, most marketing and sales teams still share content via email. Salespeople also share most content with their prospects by email. Downside to sharing by email is the fact that tracking whether content is actually viewed by prospects can be rather difficult, this goes for both the marketers and the salespeople.

If there is one field where sales enablement really comes through, it is by creating quality content that drives sales to the next level. Not that it is easy, with markets developing faster than ever keeping up can be a daunting task.

But it is definitely worth the effort, as ultimately the data acquired will keep pushing businesses to a better tomorrow.

In conclusion, sales enablement has already done a lot of good things for many businesses around the world. Of course, there are challenges ahead and this survey has pinpointed quite a few areas where things need to improve.

Here at Scaura, we know these challenges will only make things better in the long run.

So once again, just in case you are wondering whether sales enablement will work for your business...

Visit our website, www.scaura.com, and book your demo with us today.
We are more than happy to help you reach that next level in sales.

[Request a Demo](#)