

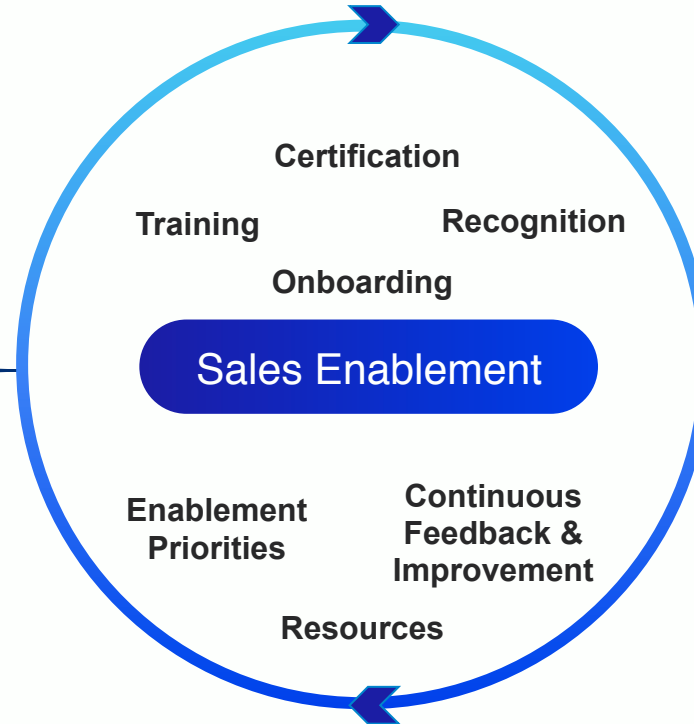
**SALESHOOD**

# Sales Enablement Charter

<b>Objective</b>	Increase sales productivity and revenue by equipping client-facing staff with timely and relevant skills and knowledge to be successful in the pursuit and retention of new and existing business; reduce the onboarding time from hire to full productivity and increase the size, quality and quantity of opportunities entering the funnel.	
<b>Scope</b>	Build foundational knowledge and resources for our client-facing staff to quickly become productive upon hiring and increase sales productivity and results through training, coaching, certification and the adoption of effective messaging, processes and tools.	
<b>Stakeholder</b>	<b>Primary</b> (Receivers of our service)	Sales Management, Field Sales, Inside Sales, Sales Engineers, Sales Operations, Technical Account Managers, Professional Services, Customer Support, Marketing, Product Management
	<b>Secondary</b> (Providers of our service)	Executive Management, Marketing, Product Management, Sales, Sales Operations
<b>Key Deliverables</b>	Next 6 Months	<ul style="list-style-type: none"> <li>• Classification for G Suite Enablement</li> <li>• Solution and Portfolio Positioning (including competitive intel and corporate messaging)</li> <li>• GDPR Compliance</li> <li>• Leadership Coaching Model</li> <li>• Sales Enablement Platform Selection and Integration</li> </ul>
	6 – 18 Months	<ul style="list-style-type: none"> <li>• Certification Program               <ul style="list-style-type: none"> <li>• E-Learning and in-class course development</li> <li>• Building a Book of Business; Meeting Management</li> </ul> </li> </ul>
<b>Metrics</b>	Leading	Activity based metrics: # of calls, scorecard, # of meetings, # of opportunities, increased deal size, #of customer churn, #of sales professionals and leaders adopting SE program
	Lagging	Outcome based metrics: Time to full productivity, quota / target achievement, decrease renewal churn, reduce sales cycle, increased referenceable customers

# Sales Enablement Structure (Example)

- **Executive Management**
  - Corporate direction and goals
- **Marketing**
  - Corporate and Product messaging and positioning
  - Webinars
  - Competitive Intelligence
  - Campaigns and events
- **Product Management**
  - Product Releases and Updates
- **Sales Operations**
  - Change Management
  - Learning and Development
  - Sales Enablement Platform
- **Sales Leadership**
  - Coaching Review Program



- **Sales Management**
- **Sales Operations**
- **Field Sales**
- **Inside Sales**
- **Sales Engineers**
- **Technical Account Managers**
- **Customer Success**
- **Customer Support**
- **Marketing**
- **Product Management**

# Sales Enablement RACI

Ecosystem



Role

Activity	Assessment	Project Plan Development	Content Development	Sales Process Placemat	Training & Development	Coaching	Internal Communication	Track & Measure SE Effectiveness	Annual SE Review (ROI)
Executive Management	C			I			I	I	I
Marketing	R	R	R	R	R/C	C	R	R	C
Product Management	R	R	R	R	R/C	C	R	C	C
Sales Operations	A/R	A/R	A/R	R	A/R	R	R	A/R	A/R
Sales Leadership	C	I	C/I	A	C	A/R	A/R	R	C

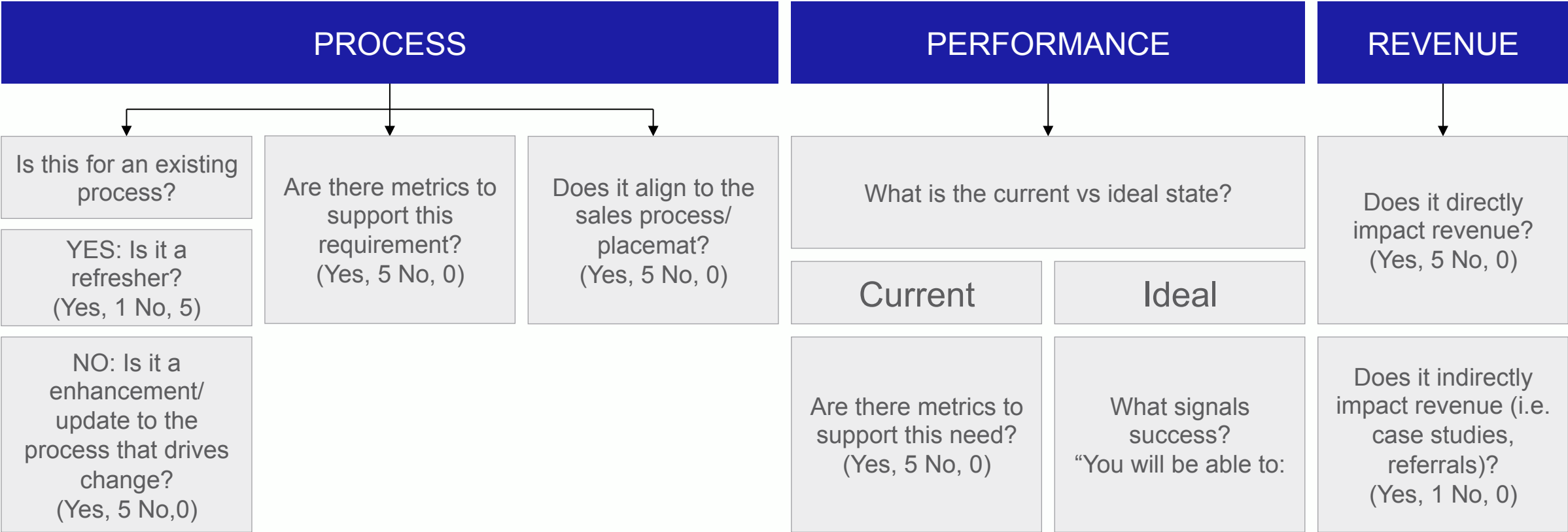
**A** **Accountable:** person who is ultimately accountable and has Yes/No/Veto.

**C** **Consulted:** person that needs to feedback and contribute to the activity.

**R** **Responsible:** person who performs an activity or does the work.

**I** **Informed:** person that needs to know of the decision or action.

# Sales Enablement Prioritization Model



What is the impact on process, performance and revenue if we do NOT action?

- Lose Business (10)
- Affects our corporate brand/value (7)
- Loss in productivity (4)
- Cause a minor nuisance but can be overcome with no performance loss (1)

Is it Measurable? (Yes, 5 No, 0)