

Empower

YOUR DISTRIBUTION CHANNEL

for Improved Sales Outcomes

Static pitch decks don't cut it anymore. In a digital-first world, buyers are doing more research on their own and engaging with sales reps later in the buying process than ever before. When they finally do engage with a seller, they're looking for consultative, value-driven sales interactions that help them understand the financial impact a product or service will have on their business.

To help sellers rise to the challenge, B2B companies are turning to sales enablement technologies to increase sales sophistication and bolster business success. In a recent study, commissioned by Mediafly, Forrester Consulting found that B2B enterprises in industries such as CPG and Manufacturing experience even greater sales outcomes when they support sales enablement across the entire direct and indirect sales ecosystem. Here's why:

Your indirect sales channel is vital to your success.

With distribution channels responsible for nearly half (49%) of all annual revenue, B2B enterprises simply can't afford not to enable their indirect or channel sellers with the same tools and technologies that make their direct sellers successful.

B2B companies that empower their distribution channels with sales enablement technologies:



Drive

1.4x

higher annual revenue growth



Are

2.1x

more likely to report double-digit revenue growth



Are

1.4x

more likely to report an increase in average order values

Improving the consistency of sales experiences across channels drives business growth.



55%

of sales and marketing leaders are **not confident** in their partner's ability to deliver consistent and compelling sales experiences



21%

of CPG respondents **don't have enough visibility** to evaluate the consistency of experiences

What is Sales Enablement?

Think of your sales force in the context of a bell curve, with top performers on the right and new or average sellers on the left. The goal of sales enablement is to move new or average sellers over the hump by providing the tools and technologies they need to elevate the sales conversation from static to interactive, differentiate themselves in a crowded market, and thereby increase their sales sophistication and success.

Modern B2B enterprises seek to drive revenue growth by improving sales experiences and deepening customer relationships. Using a Sales Enablement technology to ensure both your direct and indirect sellers can deliver more value to buyers throughout the sales experience is a surefire way to ensure buyer satisfaction and quota attainment. In fact, companies that have already deployed sales enablement platforms to their entire sales ecosystem are:



2.3x

more effective at achieving sales goals



2.1x

more likely to report an increase in customer references



Our survey results strongly support a case for prioritizing interactive tools in a partner enablement technology strategy.



Forrester Consulting study

Gaps in resources make your partner sellers' jobs more difficult.

B2B enterprises provide indirect sellers access to sales content, training, and technology at rates much lower than they do direct sellers. Thanks to these gaps in Sales Enablement resources, partners find it 1.3x to 1.6x more difficult to advance the sales cycle than direct sellers do. Partners who utilize sales enablement technologies that incorporate interactive selling tools including value assessments and calculators particularly find it:



1.8x

easier to get high-level stakeholders involved in sales discussions



2x

as easy to accelerate deal closure

Empowering your partners with Sales Enablement technology gives you a competitive edge.

In comparing survey results, Forrester Consulting identified a direct correlation between sales enablement technology adoption and business success. Companies that have implemented sales enablement platforms for their partners drive stronger sales outcomes than those who don't. For example, they:



Consider it

2.3x

easier to accelerate deal closure



Are

1.5x

more likely to report an increase in customer lifetime value

Source: "It's Time to Enable Your Channel Sellers for Evolved Selling", a commissioned study conducted by Forrester Consulting on behalf of Mediafly, July 2018.