

EMPOWERING INTELLIGENT SALES REPS

The Sales Enablement Playbook
for the Enterprise



Introduction

Sales enablement has become critical in today's complex — and extremely competitive — business landscape.

With Gen Z and Millennials constituting more than 60% of the workforce, the makeup of both buyers and sellers is changing. Moreover, the digital revolution has reshaped the sales process, with an estimated 80% of buyer-seller interactions projected to occur in digital channels by 2025, according to Gartner.

Buyers have become more self-directed, conducting extensive research before engaging with sellers. In fact, only 5% of a buyer's time is spent with sellers.

This means content has more influence than ever before — it also has to work harder, covering the gaps when reps can't be in the room or on Zoom with potential customers. Think: Am I providing my champion with what they need to sell internally?



In fact, only 5% of a buyer's time is spent with sellers.

In most cases, the answer is no. Sellers face significant challenges in accessing relevant, up-to-date content, as highlighted in the findings from the State of Revenue Enablement Report:

- ✓ 46% of sellers spend too much time creating/personalizing content
- ✓ 38% of sellers say content is outdated
- ✓ 34% of sellers struggle with brand adherence and consistency
- ✓ 34% of sellers don't understand what content works best when
- ✓ 26% of sellers say content isn't easily accessible

Long story short: expectations have never been higher for sellers. They have to be on-demand experts about your company and its business objectives — as well as your products and how they solve buyers' pain points.

Enter sales enablement — the solution to overcoming these challenges and equipping sales reps to thrive. In this guide, we dive into how organizations can leverage sales enablement to transform reps into trusted experts and empower them to meet the demands of modern buyers.

Your Sales Enablement Playbook



Understanding Sales Enablement

Sales enablement is the practice of empowering your teams with the content, knowledge, and resources they need to meet the demands of today, effectively engaging and providing value at every step of the buyer journey.

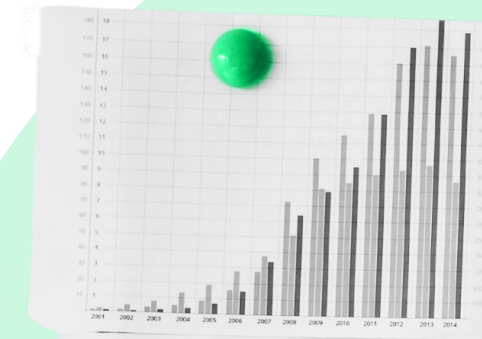
Sales enablement empowers sellers to be trusted advisors.

When implemented, enablement helps sellers win more by:

- ✓ Being better prepared and informed
- ✓ Capturing customer attention through engaging content
- ✓ Building business cases that help customers justify their purchases
- ✓ Guiding follow-up at the right moment, with the right assets
- ✓ Understanding what works so they can optimize efforts in the future

And sales content management is the foundation of a sales enablement function; it's how your sellers become instant experts and trusted advisors in any buyer conversation.

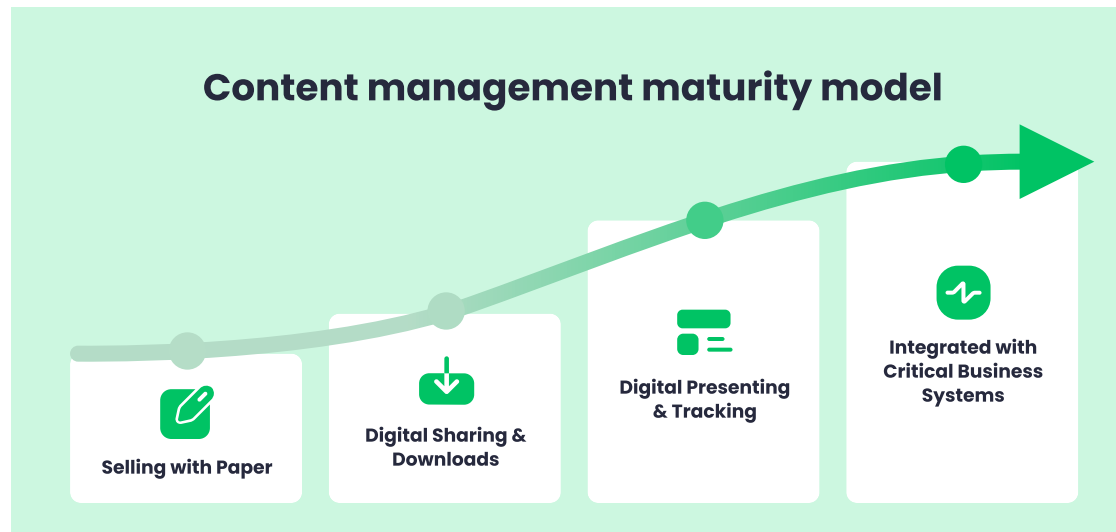
Content management is how sellers guide buyers to yes.



Sales Enablement

Assess Your Organization's Sales Enablement/Content Management Maturity

Rank your sales enablement maturity using the model below. Understand where you are today, then continue with the sections below to understand how you can improve and optimize your strategy.



If Your Teams are Selling With Paper...

You likely struggle with:

- ✓ **Governance:** No way to track what content reps are using in the field, and whether it's on brand, up-to-date, or compliant.
- ✓ **Distribution:** Difficulties distributing sales collateral across hundreds of sellers spanning different teams, territories, and even countries.
- ✓ **Cost:** Product sheets, brochures, and other materials are expensive to print, store, and distribute, both internally and externally.
- ✓ **Performance:** Limited or lack of quantitative data into content's impact in the field.

Progress the maturity of your content management strategy by digitizing assets and distributing them through digital channels like digital asset management (DAM) or similar folder structure

If Your Teams are Using Digital Assets, But You're Not Tracking Them...

In other words, if your team is downloading content to devices, chances are you're facing challenges with:

- ✓ **Distribution and access:** Multiple repositories (DAM, folders) are storing content, making it hard to find.
- ✓ **Performance tracking:** With sellers downloading and saving content to their desktops, it's impossible to see whether/how customers are engaging with it.
- ✓ **Governance:** Risks multiply as content updates are rarely enforced, with sellers using the "go-to" assets hosted on their devices.

Take content management a step further by up-leveling to a solution that tracks assets and provides visibility into what's working. Sellers don't need to (or better yet, can't) download materials, instead sharing from a single source of truth.

With digital engagement automatically captured, you get robust insights into not only what materials reps are using, but also which are resonating most with customers.

If You're Using Digital Presenting and Tracking...

You're so close to the finish line! This is a key stage of maturity, so you should be proud. Your sellers have a single source of truth to discover the content they need. More of your materials are digitized, helping to track customer engagement. Reps and managers can see what content is being shared and used — but some challenges remain, especially if your enablement isn't integrated with critical business systems like a CRM.

This basic activity tracking fails to tie content use and engagement with deal progression. In other words, you lack data into what content topics and formats are most effective in engaging buyers and moving them further along their journey. You may also be struggling to get reps to adopt, since they have to learn an entirely separate tool that complicates — rather than streamlines — workflows.

The final hurdle is implementing a tool that integrates sales enablement with other existing business systems. Integration provides sellers with a seamless and cohesive user experience and boosts productivity. By eliminating the need to switch between programs, reps have access to all necessary information and resources within their familiar toolset, facilitating more efficient sales processes.

If You've Achieved Optimal Sales Enablement...

This is an amalgamation of the best-of-the-best sales enablement implementations:

- ✓ Strong adoption of the platform across the revenue team
- ✓ Easy management of users and content through tagging and integrations
- ✓ Robust analytics to connect content to sales activities and performance
- ✓ Sales and marketing alignment that extends to the rest of the revenue organization

To progress content management maturity, it's of vital importance to understand where you are *today* and establish goals for where you want to be.

Tie your sales enablement initiatives to key business priorities like growing revenue, reducing sales cycle time, and improving customer satisfaction to get buy-in across the organization

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Establish a Sales Enablement Strategy

One App to Rule Them All

At the heart of a sales enablement strategy lies a single repository for sellers to discover and share sales content. A branded sales app that includes both training and customer-facing materials establishes a comprehensive one-stop shop, providing sellers with everything they need to excel in their roles.

Why should it be branded? You've made a substantial investment in your brand, from advertising, promotions, events, and so on — extend the value of that investment by arming sellers and distributors with the best tools to represent your organization.

Help Sellers Find What They Need — When They Need It

Within your content management system, use tagging and permissions to make sure reps see only the content they should see based on region, product lines, and other criteria.

A platform with a user-friendly interface and search capabilities ensures that sellers can find anything on the fly.

Content should also be organized to align with your sales process and stages to facilitate seamless navigation. Provide offline and mobile access for field reps who frequently work remotely or on the go. Whether they're in a car or a client's office, sellers must access critical content.

Additionally, use AI-driven prescriptive content recommendations to further enhance efficiency, surfacing relevant resources to reps in the moment.

Integrate with Critical Business Systems

Organizing and centralizing content in one location is an important step, but you can unlock greater insights and opportunities when you integrate sales enablement systems with other business systems, like your CRM.

Although having a CRM system isn't a prerequisite for sales enablement, the cooperation between the two creates a powerful 1+1=3 scenario. By consolidating content and customer data in one location, sellers gain invaluable insights and opportunities, providing a comprehensive 360-degree view of customers.

The Benefits of Sales Enablement

Sales enablement's impact reaches far and wide within your revenue organization, making for a more cohesive and positive buyer experience. Here are some of the key advantages of a well-implemented enablement strategy.

Help Your Sellers Stand Out

With easy access to content at a moment's notice, sales reps become instant experts, able to answer any question a buyer throws their way and draw value between buyer problems and your solution. No talking in circles, no pushing features — they can tell a story of how buyers will specifically benefit using your product.

And as a cherry on top, a platform that creates customized, branded interactive experiences not only differentiates sellers but also leaves a lasting impression that drives conversions and fosters long-term relationships.

Turn Sellers into Trusted Advisors

Sales enablement equips salespeople with the tools and knowledge to understand an account's needs quickly. Prescriptive content recommendations ensure reps can effortlessly provide the right information at the right time, adapting to any changes in conversation and consistently demonstrating value.

As a result, sales reps establish themselves as trusted partners who understand buyers and have their best interests at heart — ultimately cultivating stronger relationships.

Understand Impact

With content having greater influence than ever, success hinges on your ability to track its impact with buyers. With a sales enablement tool, you can see how content is being shared and engaged with among buyers at various stages in the journey.

Visibility into the impact of content helps surface potential gaps among sellers. Are they consuming the content and training provided? By identifying discrepancies, you can address these gaps and give every rep the resources they need to succeed.

Tracking content consumption also arms sellers for effective follow-up. When reps can see what content has been viewed, when it was viewed, and by whom, they can tailor follow-up interactions, asking pertinent questions and keeping the conversation going.

Make Existing Tools More Valuable

Integrating sales enablement with your CRM doesn't just drive adoption; it also boosts the overall value of your CRM platform. Ultimately, this leads to more productive sellers and a significant boost in revenue.

We've seen results like:



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What Does Good Look Like: Effective Enterprise Sales Enablement

You don't have to take our word for it — discover firsthand accounts of how sales enablement has transformed enterprise organizations.

Sealed Air

Sealed Air, a multi-billion-dollar global manufacturer, struggled with disconnected sales teams.

As a result, content was scattered and adoption was low. In collaboration with Mediafly and SAP Sales Cloud, the organization implemented the Sealed Air Sales Library, which served as a hub to distribute relevant sales materials to authorized users — including Sealed Air employees, partners, and distributors.

The solution allowed for dynamically curated content and easily customized experiences, boosting seller productivity and

effectiveness and facilitating faster, safety scaling. With superior data and analytics, Sealed Air can also track content use and engagement.



This implementation resulted in a remarkable 90% adoption rate among users and a 13% increase in engagement per user.

Global Technology Leader

A leader in energy and technology experienced a strategic rebrand, presenting opportunities for its go-to-market teams. But to drive revenue and solidify their position as a leader the global organization needed digital enablement, particularly to ensure speed to market in launching more than 100 products within a year. Implementing a comprehensive solution with Mediafly and SAP, they empowered 4,000 sellers with on-the-go access to content and sales plays.

The solution includes a Smart Sales Assistant, offering approved, up-to-date, and dynamic content tailored for different territories, languages, and specific deals. Further, it provides data-driven insights into content usage and its impact on deals to inform

marketing and operations strategies. This robust platform not only improved efficiency but also elevated the organization's go-to-market strategy. It reduced sales assets by 75%, ensuring each piece was current and maintained the highest quality and relevance.



Plus, more than 5,000 visitors engaged with a dynamic content experience live at a single trade show.

Tips for Implementation

Simply launching a sales enablement initiative doesn't guarantee results. To reach the full potential of your enablement approach, follow these tips.

1. Determine What Features You Need

Think about what you're trying to address with sales enablement and make sure the solution you choose has the capabilities to solve them. Scalability is paramount, but it shouldn't come at the expense of personalization. Look for solutions that can adapt and grow with your business while still catering to the unique needs of various teams and audiences.

Consider factors like strategic sales versus commercial functions, differing requirements between regions, and industry segments.

Your sales enablement platform should also provide a seamless process for creating, organizing, and distributing content to ensure salespeople have access to reliable, branded, and up-to-date materials at all times.

Prioritize features that enable instant sharing, both internally among team members and externally with prospects, to facilitate a smooth buyer journey. Sellers should be prompted with content tailored to specific buyer preferences and stages of the sales cycle, enhancing efficiency and effectiveness in every interaction.

Remote access to collateral is non-negotiable today. Whether sellers are at their desks or in conference rooms across the globe, they need the ability to discover, share, and present content offline — ensuring engagement with buyers, anytime, anywhere.

Seek out solutions that offer flexibility and mobility, empowering your sales team to drive meaningful conversations regardless of location or connectivity constraints.

2. Understand Your Current State to Move Forward

You know where you want to be, but how are you going to get there if you don't understand where you are *now*? Start by defining your target audience — who exactly are you aiming to empower with your enablement efforts?

Consider not only the challenges faced by your sales team but also those of customer success reps, channel partners, and other stakeholders.

Next, take a close look at your existing content library. Conduct a thorough audit to identify outdated files and duplicates, ensuring that only relevant, accurate, and up-to-date materials are readily available. Implement metadata tagging to make content easier to find and navigate, streamlining the user experience for both sellers and customers.

As you prepare to roll out your sales enablement platform, create a comprehensive plan that covers every step of the process, from pre-launch preparation to post-launch training and monitoring.

Maintain consistent communication and transparency throughout, making sure that all team members are informed and engaged. Choose the right moment to introduce the platform to your team. This could coincide with a significant event like a

product launch, internal sales kickoff, or the start of a new fiscal year, providing an opportunity to reinvigorate the team and drive enthusiasm.

3. Refine the Process

It's essential to refine and optimize underlying processes to harness the power of sales enablement.

Assemble a dedicated project team of individuals with clear roles and responsibilities, like:

- ✓ A project manager to oversee the implementation process
- ✓ End-user representatives to provide valuable insights and feedback
- ✓ Technical experts to ensure smooth integration and functionality

Next, take a user-centric approach to design by identifying the unique needs of both users and administrators. Tailor the platform experience to accommodate their requirements, focusing on ease of use and efficiency.

Integrate sales enablement seamlessly with existing systems like CRM and email to streamline workflows and make content easier to find and share.

Finally, establish clear business rules and permissions for content governance to maintain data integrity and security. For larger organizations, consider dynamic permissioning so the right individuals have access to the right content at the right time.

4. Communicate — Early and Often

Effective communication is key when implementing a new sales enablement tool. Recognize that introducing a new strategy can disrupt established workflows, and proactively manage this change through clear and consistent communication.

Pinpoint the right timing and channels for launching the tool, keeping stakeholders informed and engaged from start to finish. Keep everyone in the loop, from top executives to day-to-day managers, setting regular office hours with a responsive implementation team. Address questions and concerns as they arise, gathering feedback to close any gaps.

After implementation, celebrate success stories and highlight super users within your organization. Spotlight those who have embraced the tool and achieved notable results, inspiring others to follow suit. Make the process engaging and enjoyable, fostering excitement among sellers to drive adoption.

5. Continuous Improvement

Sales enablement is a journey of ongoing refinement and optimization. Continuously review insights to extract valuable data from buyer engagements to fine-tune content and strategies. Encourage super users to share their achievements, using their experiences to inspire others.

Create an internal committee of these super users and other key stakeholders to regularly evaluate and improve implementation, processes, and workflows.

This collaborative effort identifies and addresses gaps or inefficiencies to keep the engine running smoothly.

Conduct annual content audits to keep your content library relevant and impactful. Keep what works and discard what doesn't while continuing to create, house, and share content that resonates with buyers.



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Looking Ahead: Future Trends & Innovations

As B2B continues to evolve, anticipating and embracing trends is key to staying ahead. Here's a glimpse into what the future holds.

Making the Business Case

In an era where buyers demand tangible value at every turn, mastering the art of making a compelling business case is paramount. Sellers must go beyond product pitches to help customers navigate internal advocacy, armed with robust business cases. Expect to see a surge in tools that leverage market insights and ROI calculations, empowering buyers to understand and champion solutions within their organizations.

Rise of Generative AI

The dawn of generative AI signals a paradigm shift in customer engagement by equipping sales reps with instant insights, personalized content suggestions, and automated prompts. As businesses increasingly prioritize efficiency and personalization, AI-powered systems become indispensable, freeing up valuable time for strategic selling.

Digital Sales Rooms

Another innovation shaping the future of B2B sales is the emergence of digital sales rooms, fostering collaborative environments for account teams and buyers alike.

These hubs serve as dynamic platforms where sellers can seamlessly engage with customers, leveraging insights and resources to progress deals effectively.

With the advent of seller action hubs, sales reps gain access to comprehensive tools and data-driven strategies to drive meaningful interactions and conversations.

Digital sales rooms provide a virtual space for buyers and sellers to collaborate, facilitating informed decision-making and shorter sales cycles.



Sellers must go beyond product pitches to help customers navigate internal advocacy, armed with robust business cases.

Now is the Time: 5 Reasons to Invest in Sales Enablement

Don't just keep up — stay ahead of the curve with a robust sales enablement program that goes above and beyond.

Still not convinced? Here's why investing in sales enablement will change your sales game.

- ✓ **Improved Sales Performance:** Sales enablement equips your sales team with the right tools, resources, and knowledge to effectively engage with customers throughout the sales process. By investing in enablement, organizations witness improved sales performance, increased win rates, and higher revenue generation.
- ✓ **Increased Sales Efficiency:** Implementing sales enablement practices streamlines workflows, reduces manual tasks, and provides sales reps with easy access to relevant content and information. This allows reps to focus more on selling and less on administrative tasks.

- ✓ **Enhanced Customer Experiences:** Sales enablement ensures that sellers have a deep understanding of customer needs and preferences and can provide tailored solutions and personalized experiences. By delivering valuable insights and relevant content at every stage of the buyer's journey, organizations can create meaningful connections with customers and improve overall satisfaction.
- ✓ **Aligned Sales and Marketing:** Sales enablement encourages collaboration between sales and marketing teams by aligning strategies, messaging, and goals. Establishing clear communication channels and sharing valuable insights ensures that both departments work toward common objectives — resulting in more effective lead generation, nurturing, and conversion.
- ✓ **Accelerated Digital Transformation:** Today's buyers are self-educating online before engaging with sales representatives. Investing in sales enablement allows organizations to adapt to this shift by providing digital tools, virtual selling capabilities, and online resources that cater to modern buyer preferences, ultimately staying competitive in the digital landscape.



About Mediafly

Mediafly is the value-based revenue enablement platform large B2B enterprises use to create, manage, distribute and measure content at scale. Internally and externally. At your desk or on the go. Enable your sales team to engage effectively at every stage through branded, personalized, value-based experiences that convince your customers to say yes.

Revenue leaders at organizations like Nestle, Databricks, Honeywell, and Sealed Air turn to Mediafly to accelerate pipeline growth and close more deals faster.

To learn more about Mediafly's Revenue Enablement Platform, visit mediafly.com.