

ORACLE

# Making Sense of Sales Enablement



**Spark Series**



A THIRTEEN-MINUTE READ



# What's sales enablement?

Sales enablement means helping sales close more deals faster. Marketing aids sales in generating the best results. The marketing team does this by delivering the right content to the right person at the right time to prime and ready leads to be handed over to sales. The sales should have access to this content and

- **A prioritized list** of who to contact next based on lead quality and purchase intent
- **Behavioral data** summarizing prospect interests and intent
- **Tools for tracking and alerting prospects** as they advance through the buying process
- **A library of content** aligned to the buying process's specific stages that helps build trust and rapport with the buyer to encourage a favorable purchase decision



## SECTION 2

# How marketing enables sales

Salespeople spend time researching prospects and sharing (and sometimes creating) content to facilitate the buying process. However, those leads may not be ready to move forward. Marketers lend a hand by creating content (or helping sales create content) that resonates with customers, which interests and entices them in your product and using it as a solution.

Marketing and sales should share data to paint a complete picture of their customers and see where they can optimize the customer experience to seamlessly move prospects and customers through their buyer's journey.

With the help of data and content shared from marketing, sales teams can concentrate on building strong relationships with prospects and customers and guide them toward a buying decision.



## SECTION 3

# What is the consumer connection to sales enablement?

Many people don't like a sell job. When was the last time you even answered an unidentified call at work? Or listened patiently as an overeager sales rep fumbled through a script? Bear in mind that your prospects often feel the same way. Some may even avoid salespeople until the last possible minute. Instead, they educate themselves by accessing publicly available information and connecting with peers online about solutions until they've narrowed their options.

Therefore, buyers have control of the sales cycle, which changes how your business sells. A successful sales rep is not the person who can hunt down leads, arm prospects with content, and close the deal. It's the one who consults with prospects to simplify their decision-making process based upon a keen understanding of buyer interest and behavior. When a prospect reaches out, your sales rep should have the data and tools to understand everything there is to know about the buyer and deliver immediate value.



## SECTION 4

# The basics of sales enablement

Effective sales enablement sees your marketing team passing higher-quality leads to sales and helping drive a steadier, more predictable pipeline. Marketing demand should translate to pipeline, and a strong alignment between marketing and sales should positively impact ROI.

Sales enablement covers the sales side of the revenue cycle, which includes:

- **Identifying prospects** whose behaviors and company activities make them promising buyers
- **Providing sales with topics** they should raise to engage each individual prospect in a high-value relevant dialogue
- **Educating sales on available tools** and techniques for tracking customer prospects throughout the buying cycle
- **Delivering information** that sales can quickly access, customize, and send to prospects to help them navigate the buying process



## SECTION 5

# The key to sales enablement success

Your marketing organization sits in a unique position to help sales thrive. However, your success depends on understanding how and when buyers interact with your website, content, and campaigns. It's not enough to generate high-quality leads. You must deliver the information needed for sales to close business.

This requires understanding prospect interest and intent based on what they are doing on your site. Understanding prospect behavior is more powerful than knowing demographic information.

For example, a prospect might indicate interest in one of your solutions on a registration form. But you might see that they have a greater need from what content the prospect downloads and the time they spend viewing your online demos and webinars. With this information, your sales rep can engage in a more targeted, relevant conversation with the prospect—and accelerate the close due to a more robust understanding of the prospect.



# The right tools for sales enablement

To help with sales enablement, marketers can rely on

## **CRM or Sales Force Automation (SFA)**

Use these systems to manage sales activities, such as daily tasks, activity record-keeping, lead routing and disposition, and opportunity and forecast modeling.

## **Marketing Automation**

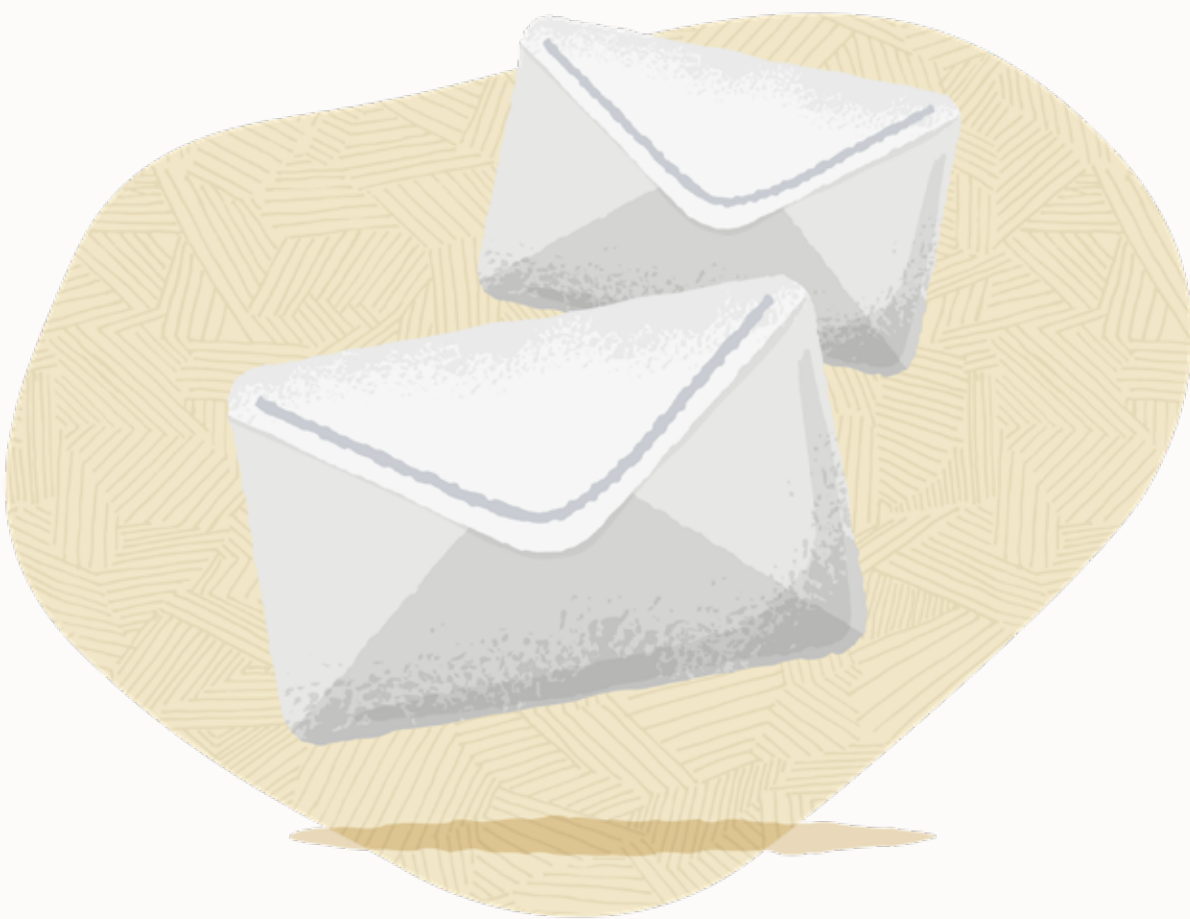
Bridge your marketing and sales databases and connect marketing activities to sales leads and opportunities in your CRM (and other favored tools).

Sales reps require systems that can help them quickly identify opportunities, communicate with prospects, and close deals. These can include functionality, such as

- **Sending real-time email alerts** directly to sales when hot prospects visit your website. That means visitor details like pages visited, length of visit, and search terms used.



- **Deciphering a prospect's online activities** and behavior so that your salespeople can focus conversations on topics that resonate with buyers.
- **Enabling sales to access and customize prebuilt templates** and track recipient response directly through email.
- **Automatically emailing a report** to your sales reps on prospect activities so they can track important contacts, companies, and hot leads.





# Sales enablement best practices



## Share relevant information between marketing and sales

Provide insights into prospect activity when you send leads to sales. The large amount of information marketers collect on websites and through campaigns can help sales gain a better understanding of a prospect or customer.



## Focus on your top reps

What communication techniques do they use to engage prospects? How can you pass these on to all your sales reps?



## Prepare sales to engage

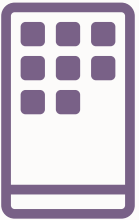
- **Create** easy-to-use email templates
- **In your content**, link to a fact sheet or About Us page on the website.
- **Send customized messages** that match the subsets of your prospect database

- **Use action-oriented messages** that inspire prospects to further explore products or services.
- **Test** your sales enablement tools.
- **Gather feedback** from a small group of reps before rolling out tools to the entire sales organization.
- **Make prospect information and tools available** in the environments that are familiar to your sales team, such as CRM, Microsoft Outlook, and mobile devices.
- **Collaborate** with salespeople to demonstrate the benefits of the sales tools you use. Businesses that invest in sales tools to provide more insight about prospects see more accurate sales forecasts and more sales reps achieving quotas.





# What's next in sales enablement?



## **Embrace mobile**

While on the road or on the move, sales reps will want to respond to prospects as soon as possible.



## **Integrating CRM with social**

Many prospects turn to social media for input on buying decisions. So, expect to see greater integration between sales tools like CRM and social media channels.



## **More predictable sales cycles**

Sales reps are always looking for a way to shorten the sales cycle. Soon, they'll want marketers to predict the next best course of action with hot leads based on your analysis of how similar buyers responded to your content and website while still in research mode.

## SECTION 9

# The hand-off from marketing to sales

Much of the buying process is completed prior to sales engagement. So, it's crucial that your sales-people can seamlessly step into the conversation. If marketing has created buyer personas (and is mapping content across the entire buying process), sales enablement becomes an extension of an already familiar dialogue for the prospect.

By improving the information shared when handing off leads from marketing to sales benefits the sales team with

- **Less time spent** on research
- **Reduced need for sales to customize** content
- **Improved ability** to meet prospects' expectations
- **Increased pipeline** momentum



An effective hand-off from marketing to sales includes:

- **An overview** of the problem-to-solution scenario presented to the prospect
- **An activity history** detailing the scenario content viewed by the prospect
- **Other content** that could be of use to the sales rep, such as other collateral, demos, and customer stories
- **Topics for conversation** based on the prospect's expressed interests and industry

If marketing focuses its content strategy on the prospects' perspectives (and the entire buying process), this information might already be available. However, make sure to garner feedback from salespeople about what works and what doesn't about the hand-off in order to refine the process and materials involved.





## To the experience-maker who's always moving forward

At Oracle, we know great experiences come from great inspiration, and we're providing the spark for your next idea. Packed with powerful info, the Spark Series will get you up to speed on core CX concepts—such as visual engagement—quickly.

Think of it as a way to hone your understanding before turning your eyes toward a new strategy. Because if anyone's going to create CX gold, it's you.

### **What will you discover next?**

- [Do More with Customer Data Platforms](#)
- [Do More with Tactile Marketing Automation](#)
- [Do More with ROI and Marketing Attribution](#)



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