

# GURU

## GUIDE TO

### SALES ENABLEMENT

EXECUTIVE BRIEF



# Guru on Sales Enablement: Executive Brief

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# Introduction

Studies continuously show that your client-facing teams aren't able to keep up with increasing buyer sophistication simply because they don't have the knowledge they need to effectively do their jobs. According to [Sirius Decisions](#), 71% of sales reps said their lack of knowledge was the reason they could not close deals. On the support side, [Forrester](#) reports that inconsistent answers from different support agents (41%) and agents not knowing the answer (34%) are the top two worst aspects of the support experience in buyers' eyes. With this in mind how do you ensure your client-facing teams are equipped with the knowledge they need to deliver an exceptional experience to help accelerate your company's growth? That's where sales enablement comes in. Here is Forrester's definition (emphasis ours):

*“Sales enablement is a strategic, **ongoing** process that equips **all client-facing employees** with the ability to **consistently and systematically** have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the **return of investment of the selling system.**”*

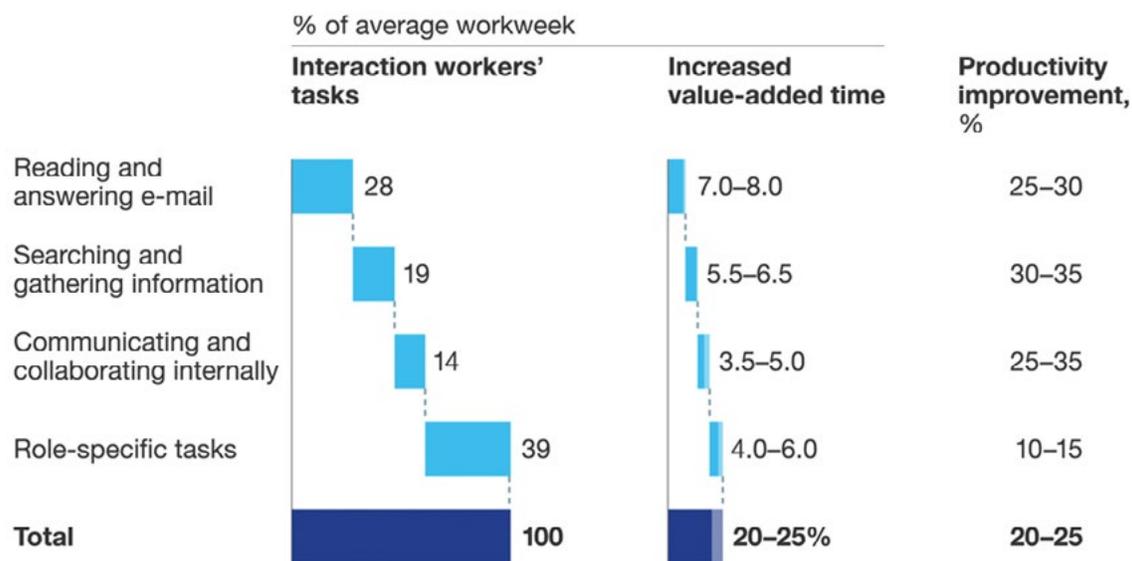
Based on Forrester's definition, you can see that sales enablement is not just focused on sales, but involves all of your client-facing teams. For every customer-facing team in your organization, investment in enablement is needed in order to scale and handle the increase in pipeline, support tickets, or customers. Sales enablement is also not a one-time thing. Knowledge isn't static. As your team grows, product evolves, and new competitors emerge, new knowledge is created everyday. Think about all the places where it gets created as well: slack, email, CRM, support tools, wiki's, Google Docs, etc. Now think about how quickly that information is changing and becomes

out-of-date. Your client facing teams need one single source of truth that keeps all of them consistent and on-message. That's why implementing a comprehensive enablement solution is step one in systematically arming your client-facing teams with the resources they need to do their jobs and accelerating your company's growth engine.

This Executive Brief will quantitatively dissect the problems your client-facing teams encounter when it comes to accessing and leveraging accurate knowledge. We will then discuss how a dedicated enablement solution will positively impact your company's key growth metrics.

# The Problems Your Growing Business is Experiencing and How Enablement Solves Them

## Your Reps Waste Time Just Searching For Information



Source: International Data Corporation (IDC); McKinsey Global Institute analysis

According to a [McKinsey Report](#), your reps and support agents only spend 39% of their time on role-specific tasks AKA selling or supporting your product! The rest of the time is spent searching for information, answering email, and communicating internally. Enablement plays a critical role in freeing up time for your reps to focus on role-specific tasks. Less time searching, means more time selling and supporting, which accelerates your sales cycle as reps are able to close deals faster and lowers ticket response times as agents can close tickets faster.

The simplest way you can lower time spent searching is establishing one knowledge repository as the single source of truth across the sales, success, and support organizations. According to HubSpot, [sales content](#) alone is being stored across 5 or 6 different repositories which makes it impossible for reps to find content in an efficient manner. On the support side, [Forrester](#) notes that 42% of service agents are unable to efficiently resolve customer issues due to disconnected systems, archaic user interfaces, and multiple applications. If reps and agents know where to find accurate information, they don't have to ask one of your experts and wait for a response. In doing so, they answer a prospect's question in real time, as opposed to following up after the fact. These small gains add up quickly across your team and increases the velocity of your revenue growth. The best sales enablement solutions will be able to tell a compelling story here.

There are also hidden costs when your reps can't find the information they need. For each new client-facing employee that joins your team, shoulder taps and distractions for your subject matter experts goes up in a linear fashion. Even worse, the same questions are getting asked of them over and over again. And distracting experts is costing your company real money; a recent study shows that it takes an average of 23 minutes and 15 seconds to recover from an interruption! The job of your sales enablement team is to minimize the distractions your experts face, so they can focus on executing and delivering on initiatives that grow your business. Your subject matter experts will be your #1 advocate, if you can keep distractions to a minimum.

## A Lack of Knowledge is Crippling Your Ability to Close Deals and Provide World-Class Support

While these stats were mentioned in the intro, they are worth repeating because it reinforces the severity of the problems enablement solves.

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Best in-class sales enablement teams will dig deeper to understand which specific knowledge led to won business and will analyze their data to uncover the gaps in their enablement strategy. Imagine finding out that knowledge around your Slack integration is consistently leading to more deals and upsells. From this insight, your marketing team can create a nicely designed one-pager on your Slack integration to give to your reps so they can send it to your prospects. You can advise your customer success teams to message the benefits of the slack integration to free trial users. You can proactively arm your support team with Slack Integration FAQ documentation that goes over the most common technical issues with that integration. Finally, for your SDR's prospecting you can push them to target companies who use Slack. With better insights into the specific knowledge and content that is resonating best with your prospects and customers, you can better enable your client-facing teams by creating relevant material for them.

## Onboarding Ramp Time of New Reps is Too Long



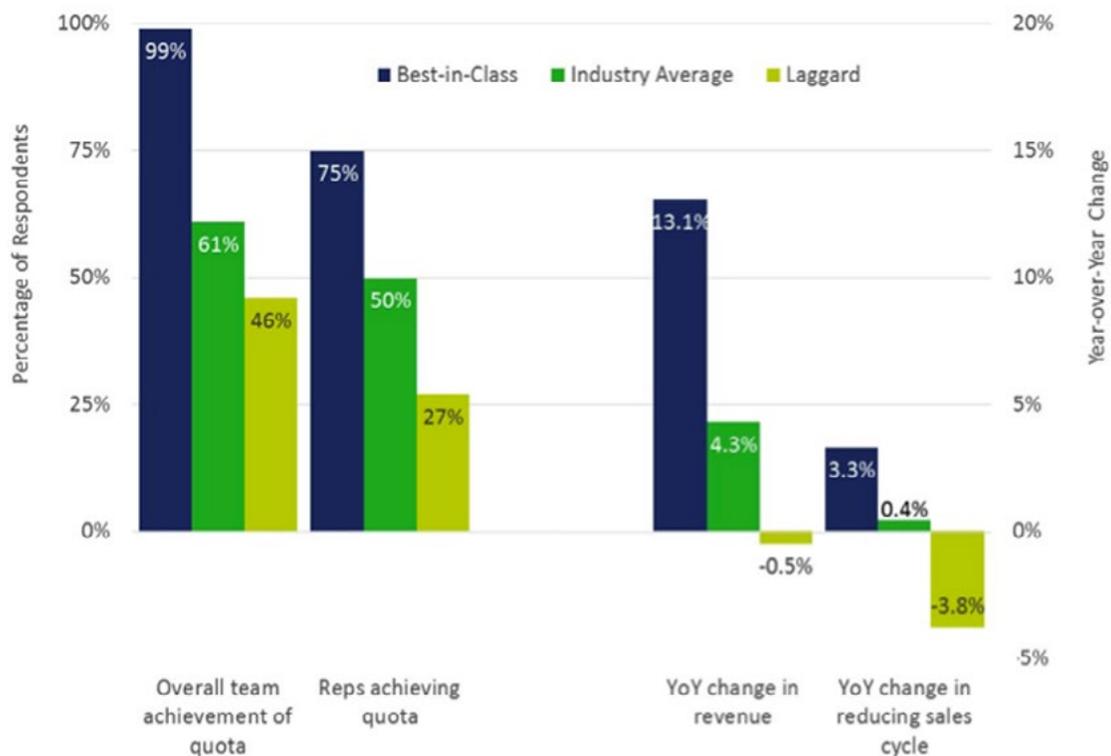
Source: "2015 Inside Sales Top Challenges & Sales Trends" - [AA-ISP](#)

As the image above shows, training and development was the clear “top challenge” for sales leadership according to a 2015 inside sales report done by AA-ISP. As a fast-growing organization, you are constantly hiring and onboarding new reps. According to [TOPO Group](#), onboarding ramp times of the best in-class sales organizations are around 3-6 months while other organizations can take 9 or more months to get reps to full quota. A reduction in their ramp time can have a significant impact on accelerating your sales cycles. To further compound the problem according to the same study, average sales rep turnover rates are in the 25-30% range. According to HDI, an association for technical support professionals, average [support agent turnover rates](#) are nearly 40%. So not only is it taking a long time to onboard your new reps, many of them are also leaving, forcing you to

hire even more new reps! What would it mean to your company's revenue numbers if new sales reps started closing deals in half the time it used to take? Or for your new support reps to handle a normal load of tickets in half the time it used to take? The faster your new hires can start selling and reaching quota, the more likely it is you can hit your plan and grow your business.

# How A Dedicated Enablement Solution Will Help Accelerate Your Company's Growth

## Best-in-Class Sales Enablement Organizations Are Proven to Accelerate Revenue Growth



*n= 261; Source: Aberdeen Group, October 2015*

According to a study done by [Aberdeen Research Group](#), best in-class sales enablement teams consistently see more success and deliver higher ROI than average or laggard teams. To conduct this study they asked 261 sales leaders to report their current and year-over-year performance metrics based on the 4 KPI's shown in the above graph. They then segmented the reported results into the top 20% (best-in-class), middle 50% (average), and bottom

30% (laggards) segments. As you can see, best-in-class sales enablement teams consistently outperformed other teams in key sales metrics like % of reps achieving quota, as well as key business metrics like year-over-year revenue growth(13.1% increase vs. 4.3% for the average team). Studies like these explicitly point towards the overall business impact a productive sales enablement team can achieve.

So what are you waiting for? Get the conversation started with your sales, support, and customer success leaders today to start evaluating enablement solutions your team can implement—your company’s growth could depend on it!

## Additional Resources

For a more in-depth analysis of the current state of Sales Enablement, send our 100+ page [“Guru Guide to Sales Enablement”](#) ebook to your colleagues. It’s packed with insights including who to hire for a sales enablement role, how to build a sales playbook, what to look for in a best-in-class sales enablement platform, and how to successfully roll it out to your organization. Additionally, make sure to send our [Sales Enablement Evaluation Checklist](#) to your sales enablement team which will arm them with the questions they should be thinking about when evaluating sales enablement solutions.