

B2B SALES ENABLEMENT FRAMEWORK PLANNER

STAGE IN YOUR BUYER'S JOURNEY	Pre sales cycle stages		Sales engagement	Sales cycle and execution stages				Renewal
THE BUYERS GOAL	Not yet willing to engage		Willing to engage	Buyers needs mapped to sales process.				Willing to re-engage
SALES GOALS & KEY DECISIONS	Outbound and inbound sales decisions		How to engage	Information and go/no go decisions in sales process mapped to buyers needs.				How to re-engage
ORGANIZATIONAL GAPS	Inbound marketing	Inbound and outbound marketing Sales development Inside sales	Inside sales	Inside sales Outside sales	Outside sales Pre-sales	Outside sales Pre-sales	Nurture mktg Outside sales Prof. Services Support Services	Nurture marketing Inside sales Outside sales Pre-sales
ENABLEMENT CONTENT	Engagement		Engagement Sales cycle	Sales cycle Sales plays	Sales cycle Sales plays Competitive	Sales cycle Sales plays	Customer success	Sales cycle
TRAINING TOOLS AND TACTICS	Virtual team		Virtual, Sales kickoff, Face to Face, Boot Camps, SKOs				Customer success	ROI tools
INFRA.	Document management portal, multimedia portal and strategy, social media strategy, product collateral strategy, product plays training/ enablement, etc.							