

## Sales Enablement Tools

### The Goal:

The Sales Management Group provides its clients and their sales representatives with the sales enablement tools they need to deliver a consistent brand message, move customers through the sales process and sell effectively.

### The Challenge:

Sales representatives have a short window of time available to speak with prospects, meet with customers, and sell directly. It's often limited to normal business hours and only five days a week. To maximize their customer face time, your sales representatives often put in long hours outside the normal business day handling non-sales and administrative tasks. Working too many long hours leads to burnout and turnover in your sales force—a costly proposition.

Sales representatives and management are constantly looking for tools to leverage their time. As a business leader, you need to make sure those time-saving tools are effective, reflect and support your company's brand and protect the business from unintended risk.

### Our Recommendation:

The Sales Management Group recommends that its clients develop and implement these sales enablement tools which help the sales team to work smarter:

- **Proposal templates** – To reinforce best practices and enforce consistency, we develop customizable proposal templates that become the basis for your customer proposals. Our proposal templates provide these standardized sections sales reps can use to create targeted, custom proposals: company overview, value proposition, product descriptions, standard terms and conditions, and resource descriptions (e.g., customer services, maintenance, etc.). Proposal templates provide the added benefit of preventing sales reps from over promising and under delivering.
- **Sales agreements** –We develop standard sales agreements that protect your company by covering all key terms and conditions, including “must haves” or “deal breakers.” We help you identify those terms where you have flexibility—creating “bargaining chips” for negotiations.
- **Sales collateral** – We review your existing sales collateral pieces to determine whether they have a clearly stated value proposition, brand consistency and good aesthetics. We identify outdated material, recommend updates and suggest missing collateral to fill any gaps.
- **Configuration tools** –Configuration tools are useful when selling complex, customizable products. We review your tools for ease of use, accuracy, consistency and obsolescence. We recommend changes or updates where necessary.
- **Customer pilot/loaner programs** – When customers need to test your product in their own environments before committing to purchase, pilot and loaner programs are essential tools. For consumable products, samples serve the same purpose. We work with you to implement programs that both track your assets and make sure your sales representatives follow up with their customers before, during and after the pilots. Pilot programs with effective follow up drive greater conversion rates and more sales.
- **Other tools** –The Sales Management Group will help you brainstorm, design, and implement the tools you need to sell smarter and drive more sales. We'll also help you measure their effectiveness in making your sales goals a reality.

