

# Six Essential Components for a Successful 2016 Sales Enablement



## INSTANT ACCESS TO CONTENT

#1

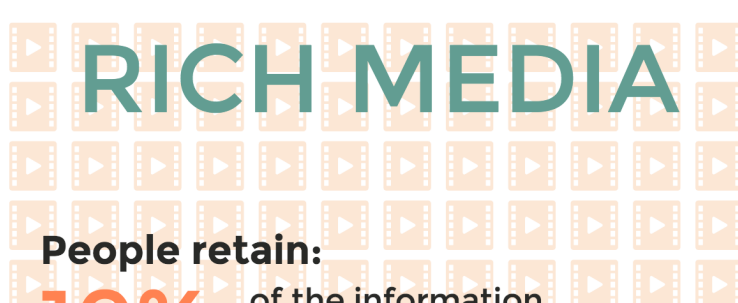


9 hours

The time sales reps spend in a week looking for marketing content.

In today's on-demand economy, having instant access to information is critical. It doesn't matter if your reps have access to the internet or not, the content needs to be locally available.

#2



People retain:

10% of the information they read.

20% of the information they hear.

50% of the information they see and hear.

Forward-looking companies are integrating rich media technologies into the fabric of their mission critical business processes, especially sales. Sales reps with rich content enjoy a competitive advantage over those that do not.

The requirement for dynamic content is the new norm.

## READY TO CLOSE THE SALE

#3

80%

of the buyer's research occurs before the meeting occurs.

Because today's buyers are further down the sales funnel, sales people must be ready to close the sale at any given time. This means that they need to have all of the tools required to close the sale at their disposal.



## ANALYTICS



25%

of marketing budget is annually spent on content creation.

70%

is never used by sales.

Given that a company's investment in content is significant, understanding who has what content, who is using the content, and how it's being used is very important.

Marketing content must align with sales goals and processes.

#4

## TRAINING

#5

80%

of training efforts are not retained by sales after 90 days



On-demand training through a sales enablement platform provides immediate reinforcement for field sales reps.

The ability to provide training materials at their fingertips gives them an instant resource for research and builds confidence in sales meetings.

Associating training materials to sales results will give the company insight and help develop better tools for training.

A tightly aligned sales and marketing function enjoys

36% higher customer retention rate

38% higher win rates



## MARKETING & SALES ALIGNMENT

Marketing can now tailor the customer engagement because relationship-driven content is in the field.

When you can determine what your customers like and how they respond to the content being presented, it makes for a more engaged customer, thus closing the loop on the sales cycle.

#6

vablet is a sales enablement platform that makes it easy for any organization to give their sales team a sales solution that actually empowers them to close sales. We help our customers drive enterprise-wide productivity, offer differentiated yet branded user experiences, and open new growth opportunities both internally and externally.

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