

The 3 components of **SALES ENABLEMENT**

Sales enablement is a categorical reference to the people, technologies, and processes focusing on or involved in enhancing the execution of the sales process, with the simple intention of generating more sales.

PEOPLE

Although marketing and sales essentially own sales enablement, it requires the functional expertise of others in different departments. For example, IT may need to implement systems and solutions, HR may need to set up training programs, and management will want to see results.



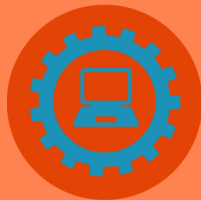
MARKETING



SALES



MANAGEMENT



IT



FINANCE



HUMAN RESOURCES

TECHNOLOGIES

As the intelligent device market erupted, so has the tools wrapped around them. These include data capture, data organization and management, security, data analysis, and sales presentation solutions.



BUSINESS
INTELLIGENCE
TOOLS



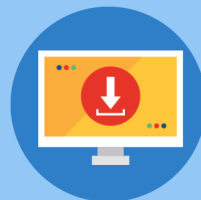
CRM



CMS
eDETAILING
MOBILE CONTENT
MANAGEMENT



MAM



MARKETING
AUTOMATION



MDM

PROCESS

The interconnection of the people and technologies involved in sales enablement are the processes required to not only maintain it, but to make it successful. These processes are born out of the information known, gathered, and analyzed as well as the systems and the technologies available. The playbook for the success of any sales enablement function are the processes involved.



CONTENT
CREATION



DATA ANALYSIS



DATA
GATHERING



LEAD CAPTURE &
SOURCING



SALES PLANNING



SALES PRESENTATIONS



SELLING TECHNIQUES & SYSTEMS



TRAINING

As the premium mobile extension of sales enablement, vablet accelerates sales and marketing by giving reps access to the content they need, when they need it, wherever they are. Using vablet's innovative functionalities and integrated platform features, sales, marketing, and leadership teams get the visibility and control they need to overcome the challenges of selling in a highly competitive market.