



SALES ENABLEMENT LEADERS

# THIS IS YOUR SUPERPOWER IN 2021

And unlike most things, it's here to stay.



## INPUT METRICS ARE OUT

In 2021, the true measure of your success will be how well you met your buyer expectation.

Metrics for sales enablement leaders to measure buyer expectation:



**CLOSE RATE**



**CYCLE TIME**



**DEAL SIZE**

## IMPROVE CLOSE RATE



Help reps identify deals with the highest probability of conversion



Guide sellers with a sequence of strategic moves that lead to deals won



Work with sales reps to build engagement triggers to ensure the right message is sent to the right buyer at the right time

## SHORTEN DEAL CYCLE TIME



Collaborate with the sales and marketing teams to set up processes that integrate the buyer experience



Encourage them to capture all buyer information in a unified platform - this enables marketing to iterate relevant content faster



Motivate sales and marketing to engage in "One buyer - One view - One team" approach to avoid long cycle time

## INCREASE DEAL SIZE



Inspire reps to use buyer data to get insights on past behavior and position the pitch accordingly



Help build a predictive model that identifies offers most likely to convert based on the past behavioral pattern of customers with a similar profile



Motivate reps to use account-level engagement activities across all products/services to identify signals and create bundled offers

*OH, WAIT. YOU KNOW THE SUPERPOWER BY NOW, BUT LET'S JUST SAY IT: DATA-LED INSIGHTS*