



SALES ENABLEMENT GUIDE

Your best customers should have
access to your best people.



STARTING YOUR SALES ENABLEMENT JOURNEY

In this guide, we'll help you lay the foundation for designing a successful Sales Enablement Program involving the following 10 key drivers:



THE IMPORTANCE OF SALES ENABLEMENT

When it comes to enhancing sales productivity and performance, it's tempting to look for quick fixes. Is market share declining? Let's roll out a new sales training program that teaches salespeople how to be more customer-focused. Is sales growth stagnant? Let's implement a new incentive plan to motivate the sales force. Is sales productivity falling? Let's build so they can sell in a smarter way and we can measure their productivity with data input.

Short term thinking and solutions like these will not improve your sales enablement efforts for your industrial company. Achieving sales enablement will involve improving upon a mixture of the key drivers mentioned earlier – in particular:

Ensure Sales Strategies are Clear and Well Communicated - set cohesive sales strategies that focuses sales effort on the right customer segments with a compelling value proposition. These sales strategies must be clearly communicated and understood throughout your company.

Develop and Communicate Marketing Plans - these plans are the foundation of sales activities. They establish specific objectives and targets by customer segment.

Sales Force Leadership - sales managers must drive the business strategies through the actions of their people. The emphasis on the Sales Manager's time must be on Leadership not just their own selling activities. This competency must be clearly defined in position descriptions and key result areas.

Clearly Define the Sales Task - the sum of the activities required to complete the selling effort. It requires answers to the following questions:

- Which customers?
- Which products and services?
- What activities?
- What are the interactions with rest of the business?

Align Sales Structure and Sales Activities - the sales structure must be aligned to the activities identified within the sales task. Any structure review should be undertaken as a 'clean sheet' approach incorporating the ideal numbers and skill sets required to achieve desired targets.

High Impact Sales Process - design a high-impact sales process for communicating and delivering value to customers. This process needs to be capable of being adapted for all the different sales tasks you are involved in. It should also aid in identifying the right measurements and tools. The process should include the following core elements:

- Customer Business Plans
- Customer Opportunity Plans
- Customer Activity Reports

Measure Sales Activities - to understand the drivers of sales results, sales activities must be measured in addition to outcomes and results.

Implement Targeted Sales Recruitment - attracting the right person to our organisation is more critical as competition intensifies. Current recruitment practices are inconsistent across the business. Implementation of targeted recruitment practices for sales people is required.

Develop Sales Team Skills - invest in training and developing your sales force. Training must meet the needs of the individual, their role and the organisation.

Incentive and Recognition Programs - to encourage salespeople to work hard in pursuit of personal goals that align with company goals.

DISCOVERY AND PLANNING SESSIONS

To ensure long term success, you need to involve sales leaders and their people to uncover the truth. You will need to identify a group of outstanding performers, as well as a group of average performers to compare against. When selecting salespeople for these groups, take into account differences in territory opportunity or potential.

WORKSHOP THE FOLLOWING KEY TOPICS AND QUESTIONS

- Are sales strategies well communicated to the sales force?
- What could be done to improve?
- Is the current Marketing Plan understood and effective from a sales point of view?
- What support do they need from their managers, peers, other departments and leadership to succeed?
- Identify a list of attributes that salespeople use to enable their success.
- Identify a list of key challenges (internal and external) that's holding them back from achieving a better result.
- If they could change three things internal to your company to improve their results – what would they be? What three things would they not change?
- What would the sales structure and process look like in a perfect world?
- What changes are needed now to improve sales productivity and results?
- What would territory structures look like in a perfect world?
- What key changes (prioritise) are needed now to improve sales productivity and results?
- Should the current recruitment process for sales people be improved?
- What type of sales coaching and development do they require?
- Do incentives encourage salespeople to work harder and hit their targets?

NEXT STEPS

- Build a report of all key findings from the workshop.
- Identify and agree on the key priorities
- Link the key priorities back to the key drivers of Sales Enablement
- Build a timeline of core activities
- Present back to the same audience for feedback and improvement
- Set the plan for implementation
- Determine how you will measure success

SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMTF

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative
Research Studies

Survey Design and
Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and
Marketing Plans

Strategic Support and Sales
Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development
and Delivery System Work

Customer Experience Execution
Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and
Style Guides

Lead Generation Campaigns and
EDM Communications

Telemarketing, Graphic Design,
Photography, Video Production,
Copywriting and Content work

Industrial Case Studies,
Brochures, Data Sheets, Product
Catalogues, Web Development,
Trade Shows Industry Events,
Print Advertising, Advertorial
Support

“the cost of
being wrong is
less than the
cost of doing
nothing”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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