

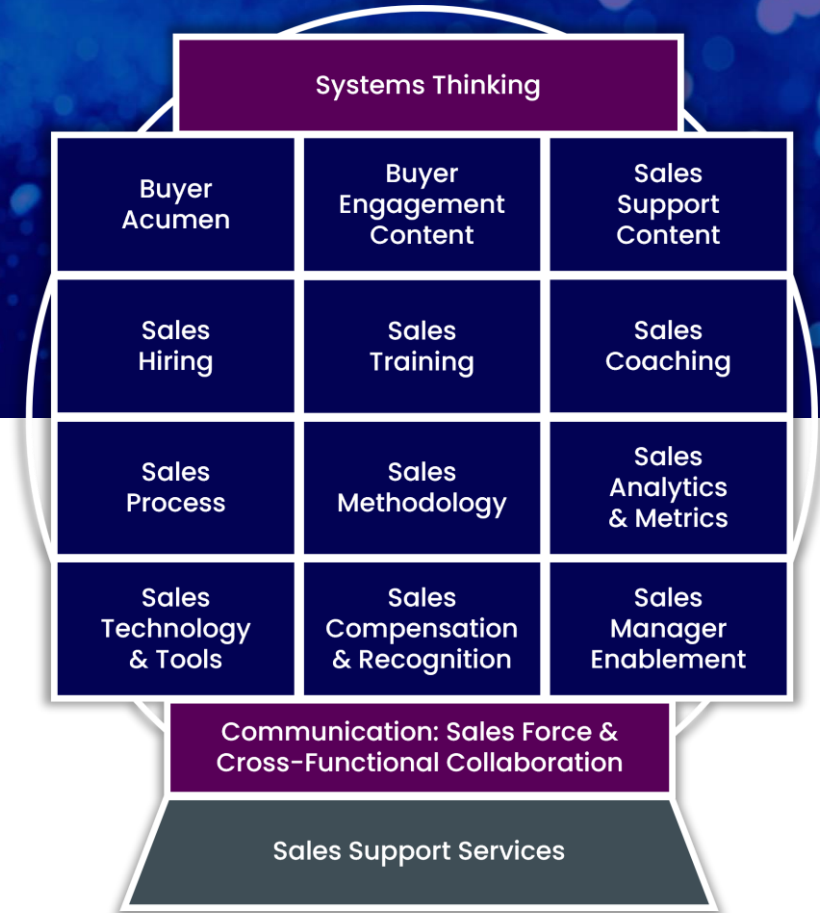
How to Develop a Sales Enablement Plan That Delivers Results!

Mike Kunkle

Author

- ▶ *Book: The Building Blocks of Sales Enablement™*
- ▶ *Course: The Building Blocks of Sales Enablement Learning Experience™*
- ▶ *Course: Modern Sales Foundations™*
- ▶ *Course: Sales Coaching Excellence™*

The Building Blocks of Sales Enablement



There's a lot that must be done to optimize the performance of a sales force

While it can be intimidating, it's also what makes Sales Enablement so powerful and valuable!





Digging In

If you can move the needle on the metrics that matter most you are an invaluable asset to your leadership team.

This is exactly what

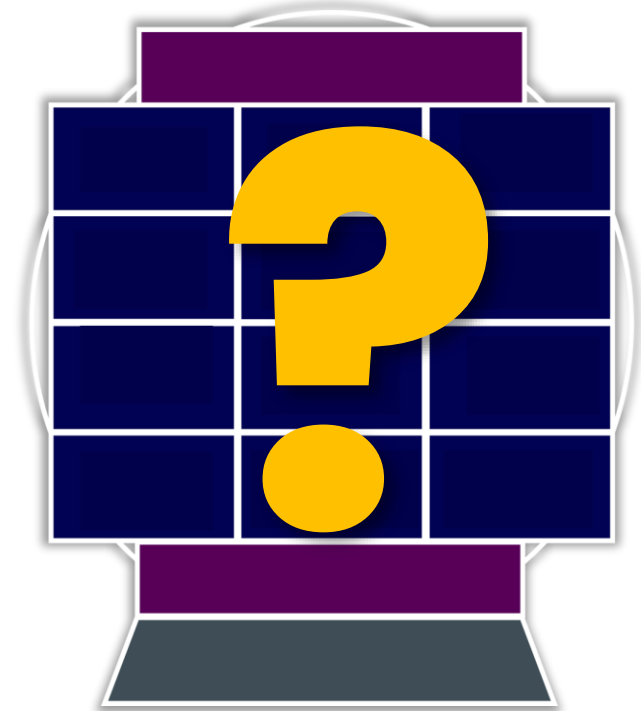
***The Building Blocks
of Sales Enablement!***

Will help you do!



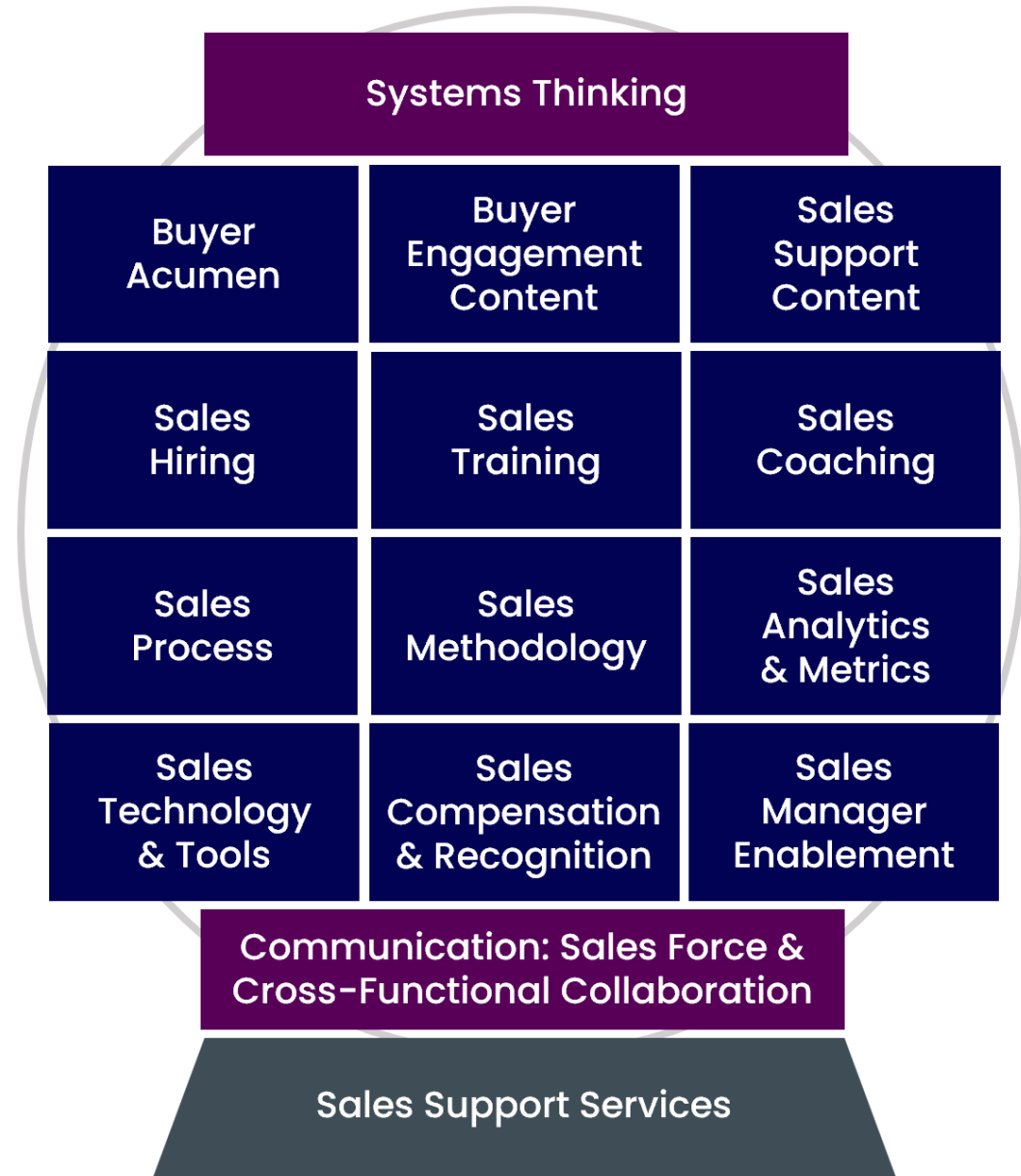
Digging In

**What are The Building
Blocks of Sales Enablement?**

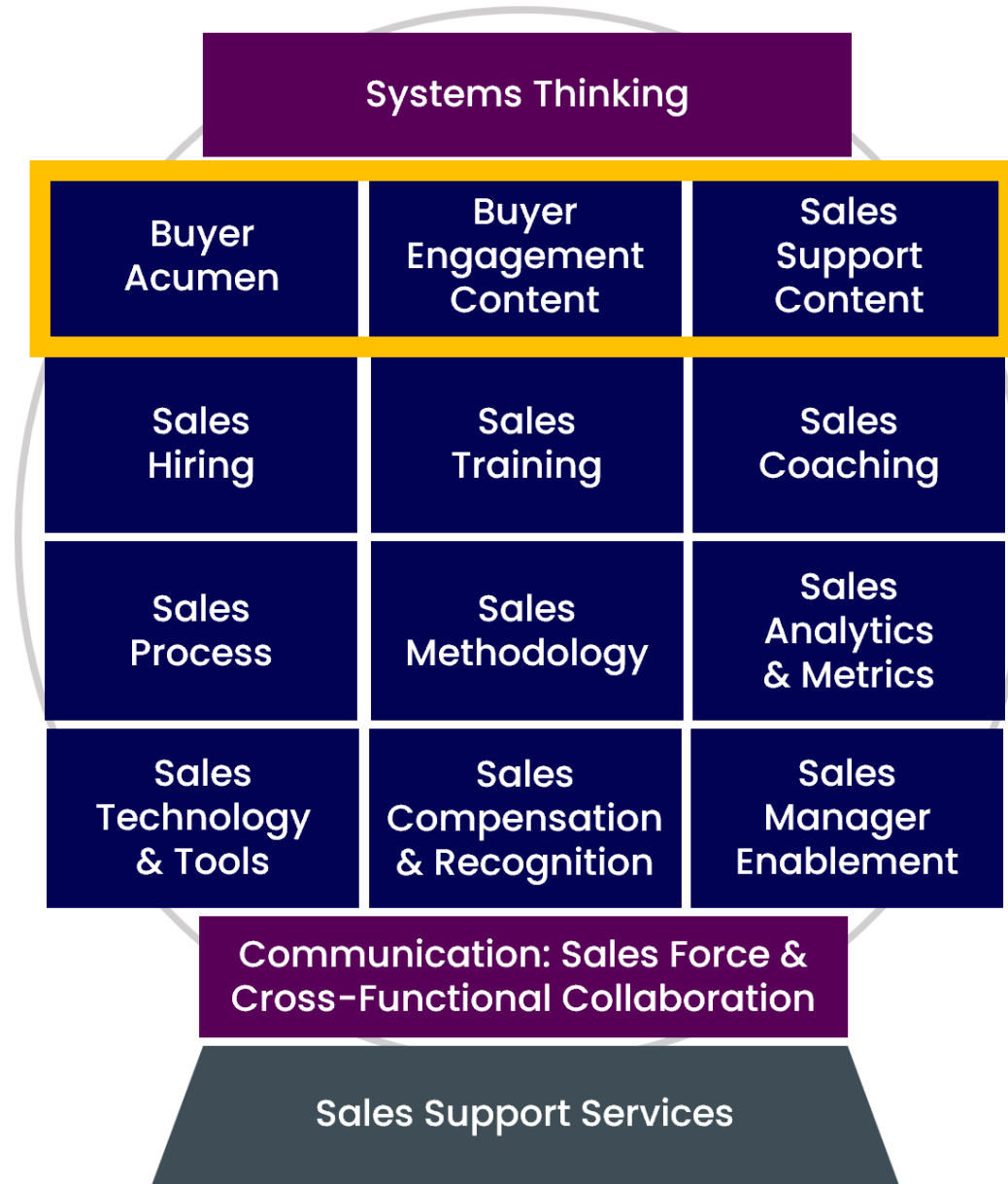


Let's dig in!

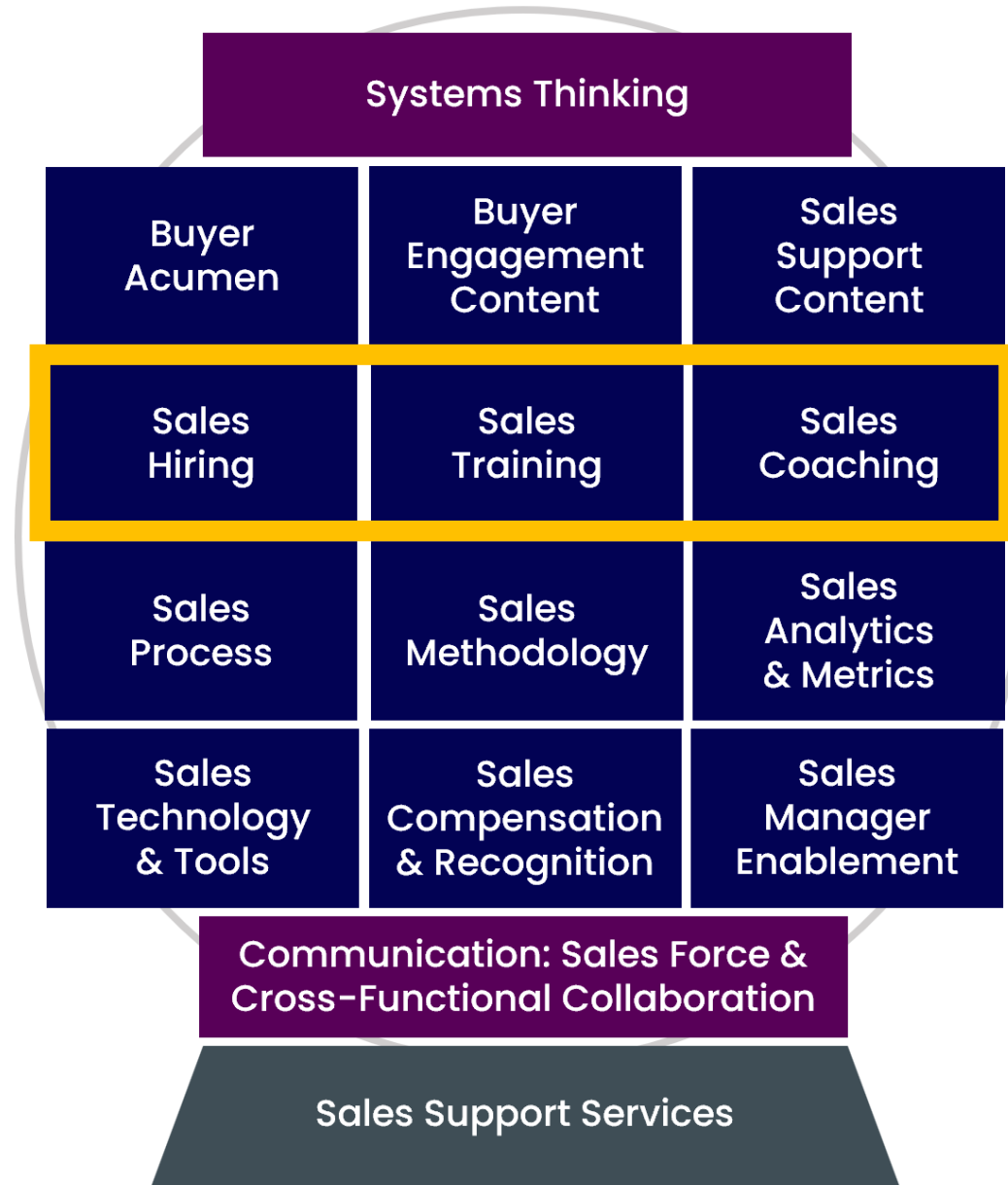
The Building Blocks of Sales Enablement



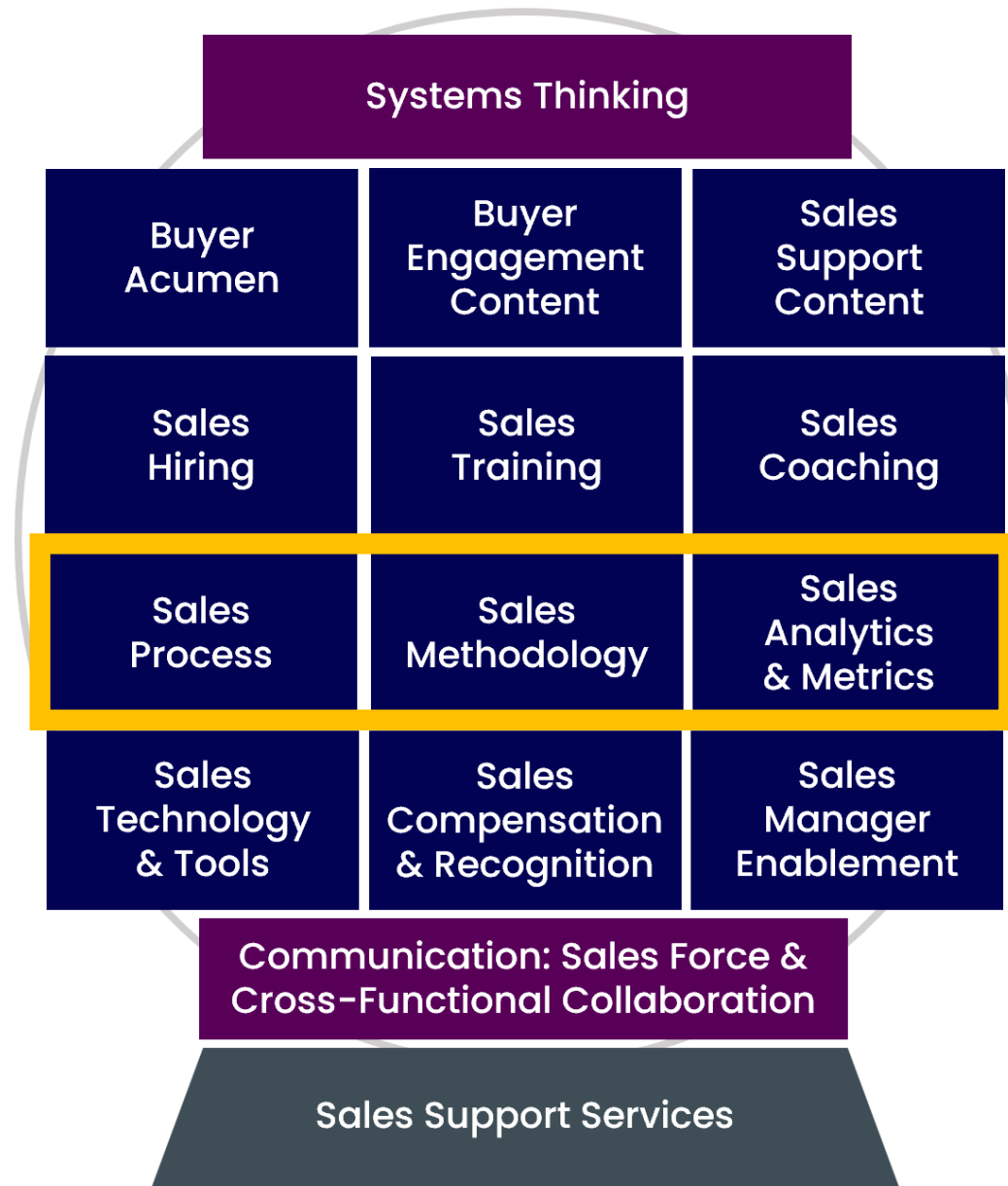
The Building Blocks of Sales Enablement



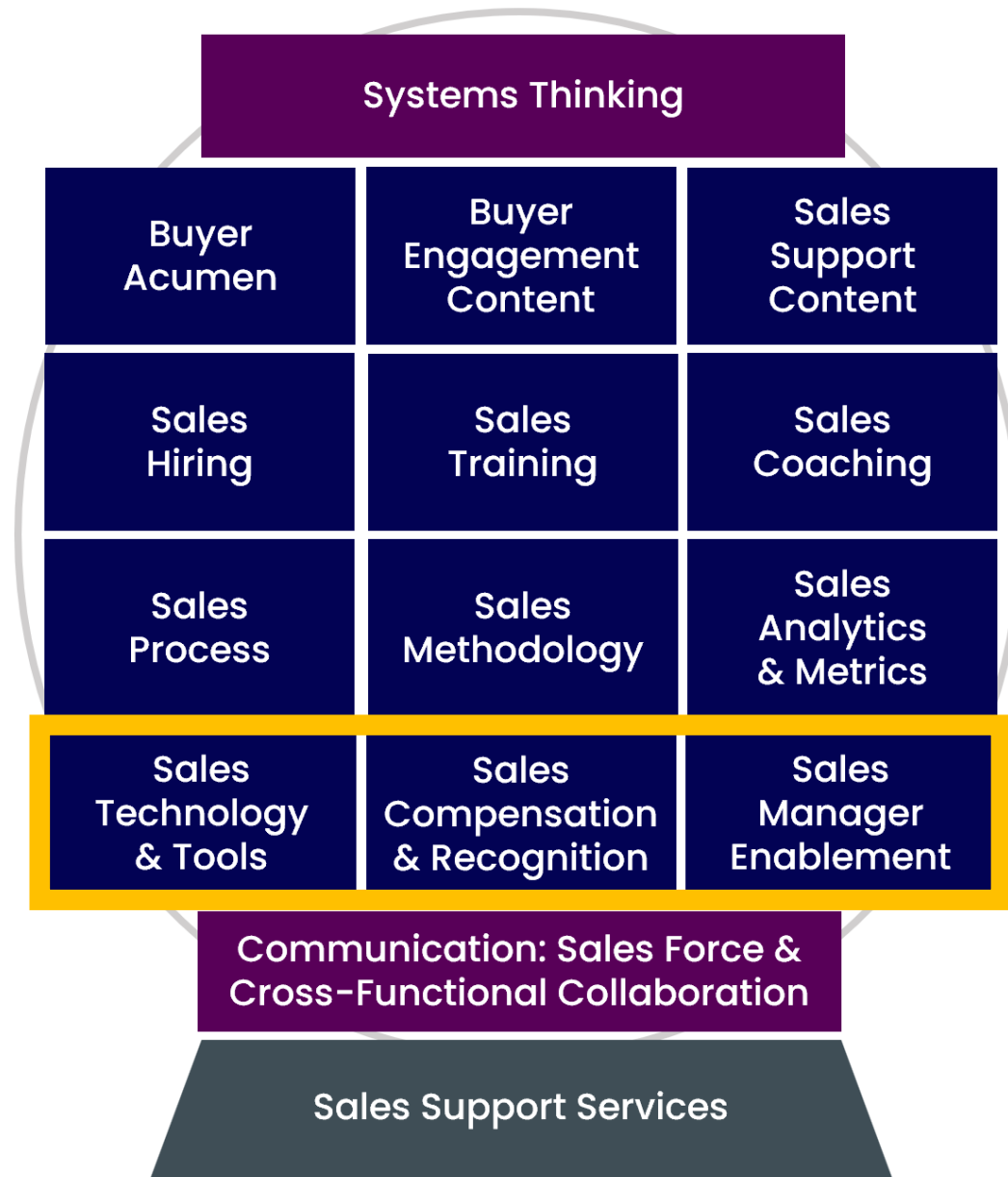
The Building Blocks of Sales Enablement



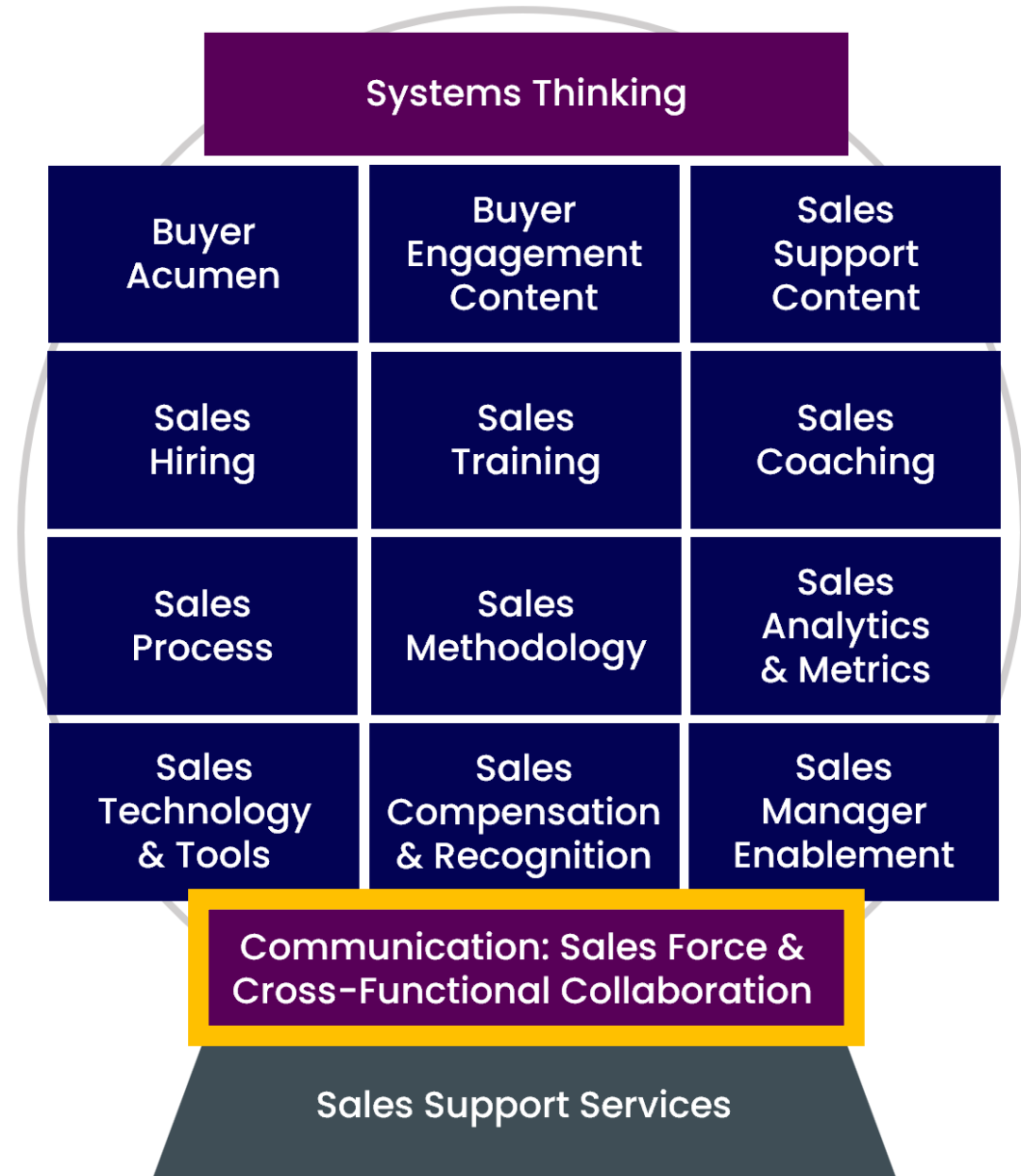
The Building Blocks of Sales Enablement



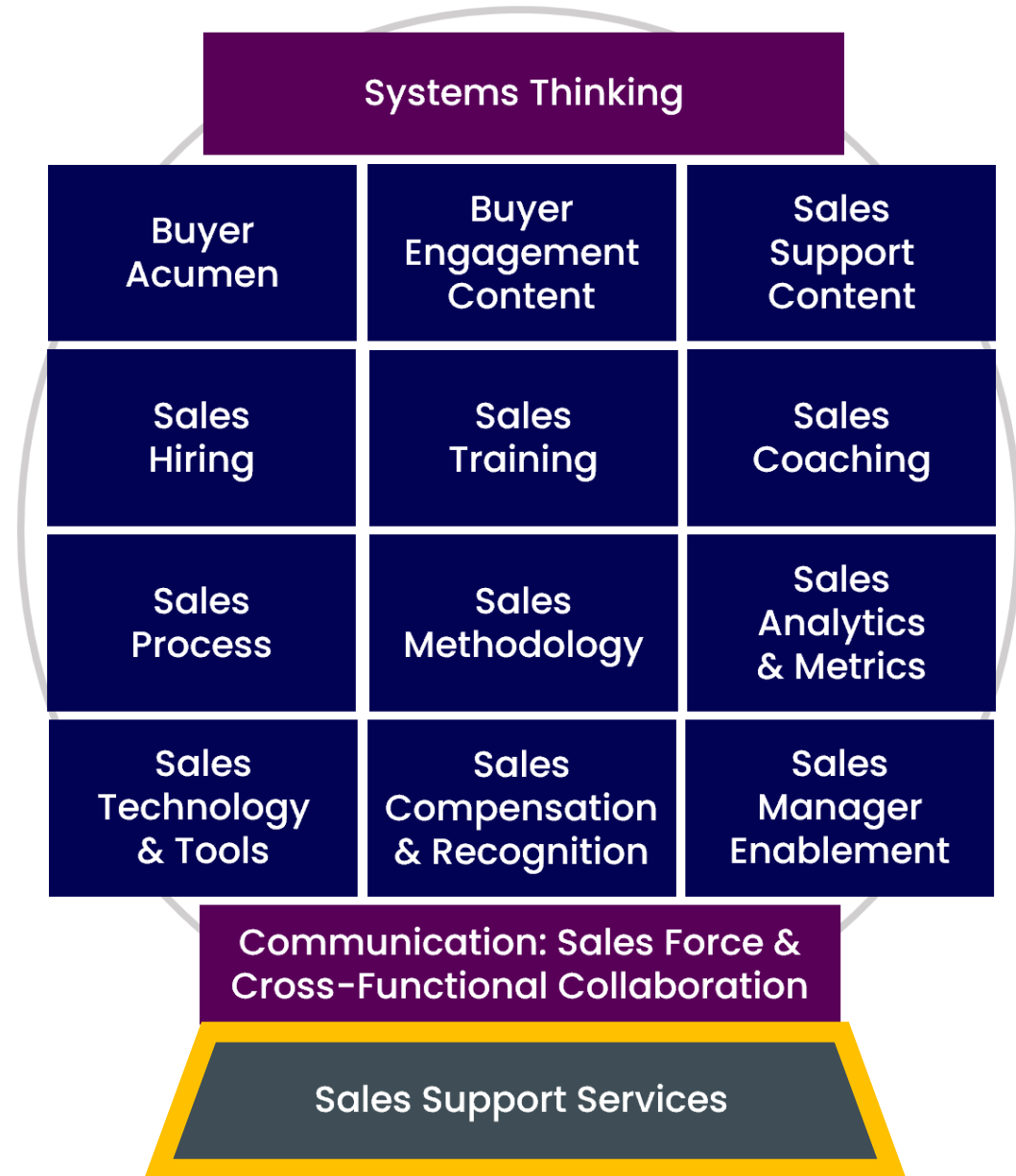
The Building Blocks of Sales Enablement



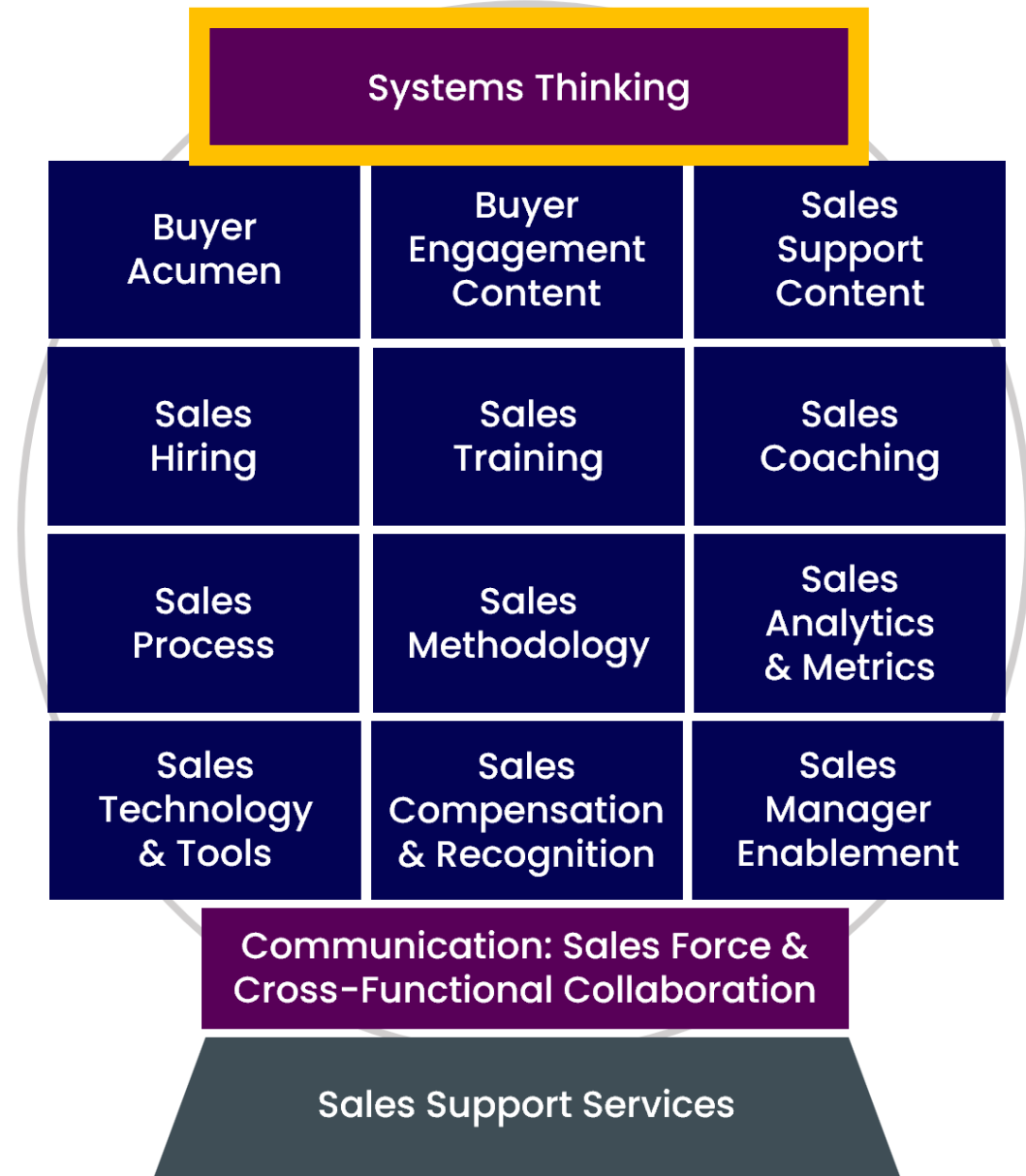
The Building Blocks of Sales Enablement



The Building Blocks of Sales Enablement



The Building Blocks of Sales Enablement

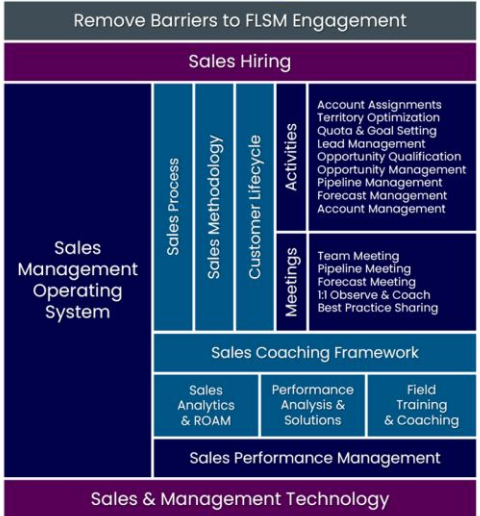


How Sales Systems Support The Building Blocks

Sales Hiring



Sales Management



The building blocks are the framework – the “pieces of the puzzle” or performance levers.

The systems are how you execute to maximize the blocks, and drive repeatable, replicable, and predictable results.

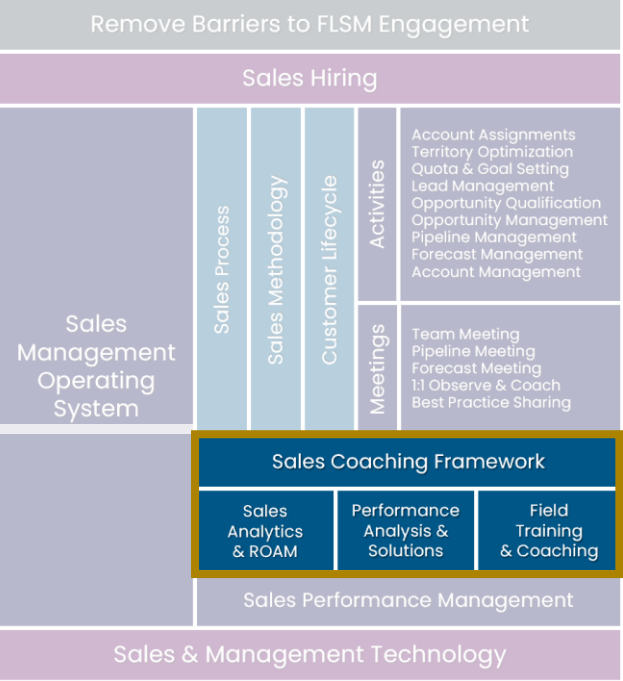
Sales Readiness



Sales Training



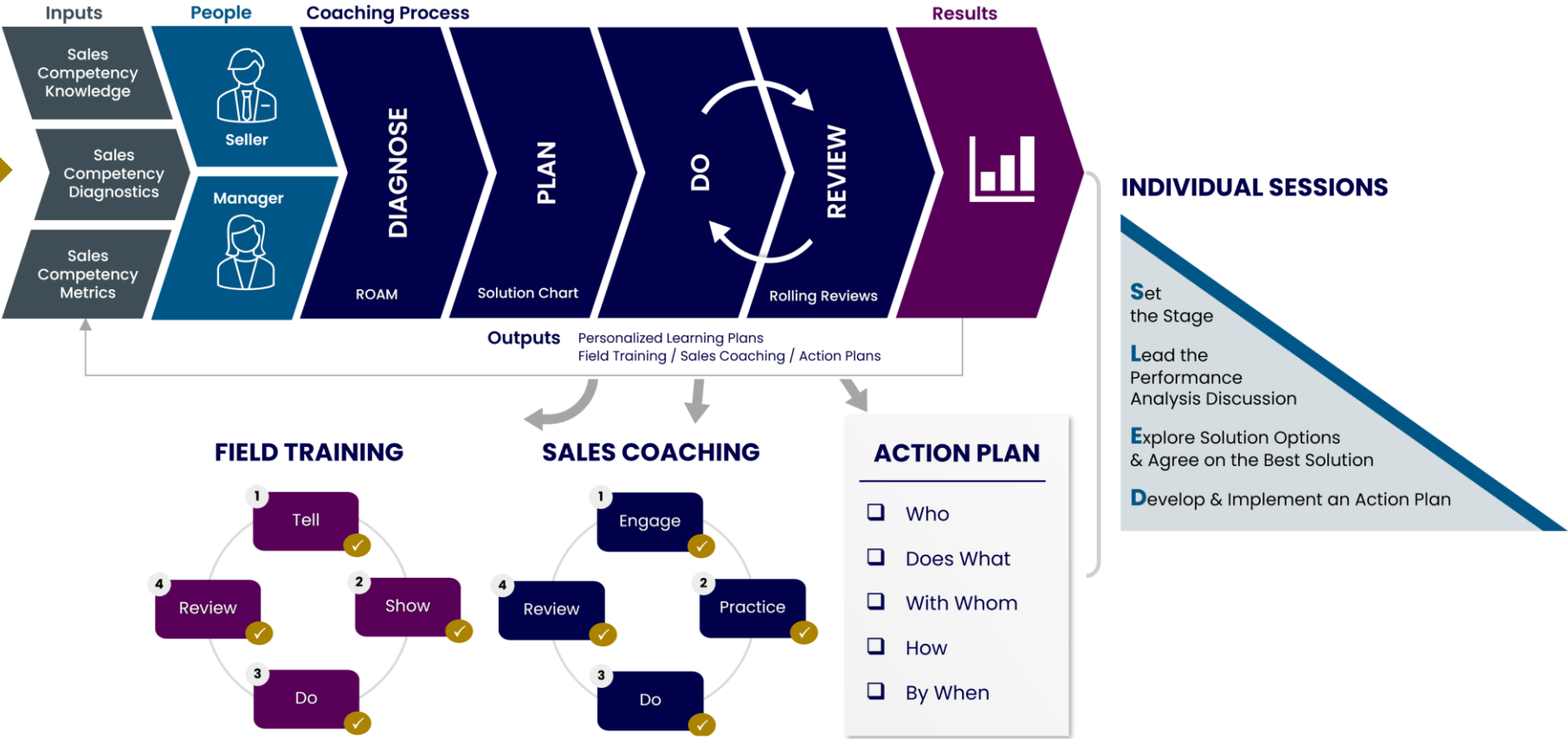
How Sales Systems Support The Building Blocks



The Sales Coaching System

The Sales Coaching System is the detail behind the Sales Coaching Framework in The Sales Management System.

The Sales Coaching Framework & Process



How Sales Systems Support The Building Blocks

Here is another view of how the blocks and systems intersect.

The Building Blocks

The Supporting Systems

The First Row of Blocks

- ▶ Buyer Acumen
- ▶ Buyer Engagement Content
- ▶ Sales Support Content

The System

Sales Readiness System

The Second Row of Blocks

- ▶ Sales Hiring
- ▶ Sales Training
- ▶ Sales Coaching

The Systems

Sales Hiring System
Sales Training System
Sales Training + Sales Management System

The Third Row of Blocks

- ▶ Sales Process
- ▶ Sales Methodology
- ▶ Sales Analytics & Metrics

The Systems

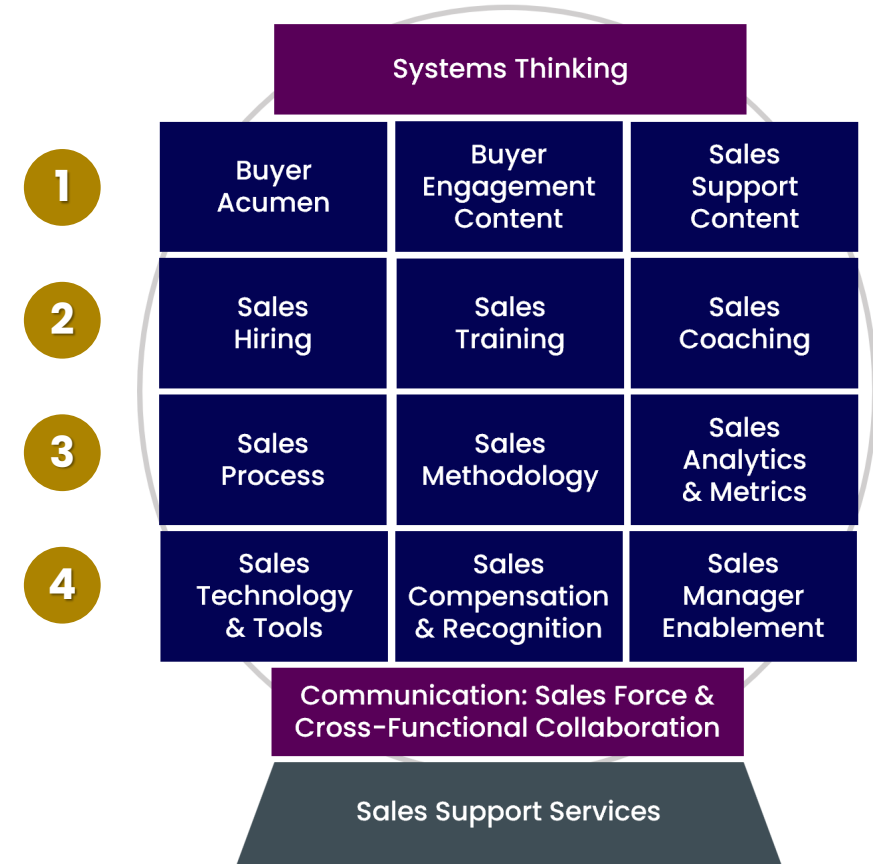
Sales Readiness + Sales Management System

The Fourth Row of Blocks

- ▶ Sales Technology & Tools
- ▶ Sales Compensation
- ▶ Sales Manager Enablement

The Systems

Sales Readiness + Sales Management



With this foundation in place, let's continue to create the plan.

Collaborate Cross-Functionally to Build a Sales Enablement Charter



*“If you want
to go fast, go
alone.”*

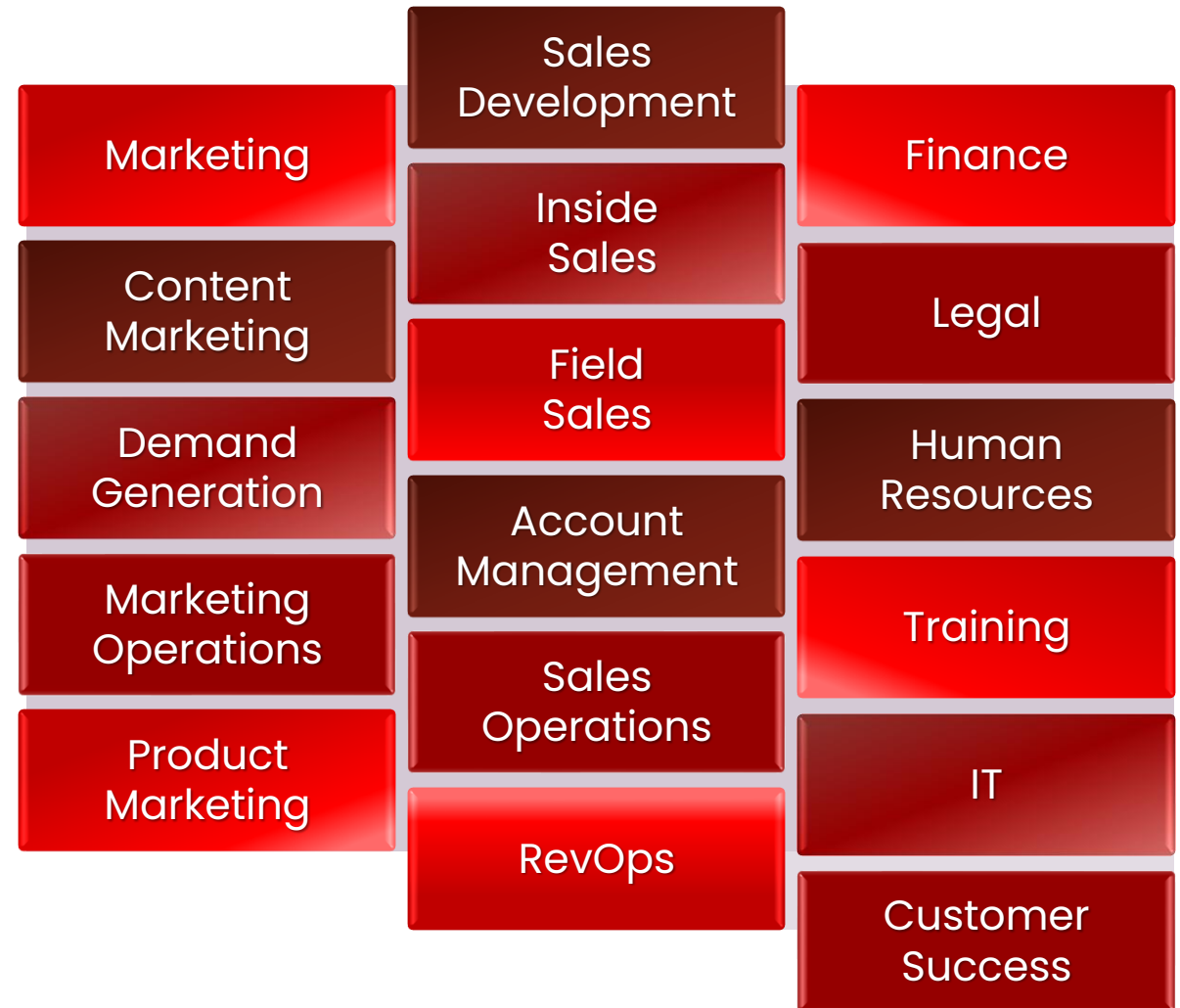
*If you want to
go far, go
together.”*

Cross-Functional Collaboration

Start with The Bricks in the Wall!

Get aligned with your cross-functional collaborators on how you will support your sales force in supporting your buyers and customers.

The “Bricks in the Wall”



Note: Just an example. May not be accurate for your company

Develop a Sales Enablement Charter

Developing your charter is about getting clarity, establishing priorities, setting expectations, and creating plans.

Why

Why are you starting or evolving your Sales Enablement function?



Develop a Sales Enablement Charter

Developing your charter is about getting clarity, establishing priorities, setting expectations, and creating plans.

Why

Why are you starting or evolving your Sales Enablement function?

What

How will you define Sales Enablement?

- ▶ If starting, where will you start? If evolving, what will you change or add?
- ▶ What roles will you support? (AE, AM, SDR, BDM, Sales Engineer, FLSM, Channel Partner, other?)
- ▶ Which building blocks will you support? (More coming on this.)
- ▶ What issues or performance problems will you address?
- ▶ What outcomes will you deliver?



Develop a Sales Enablement Charter

Developing your charter is about getting clarity, establishing priorities, setting expectations, and creating plans.

Why	Why are you starting or evolving your Sales Enablement function?
What	How will you define Sales Enablement? <ul style="list-style-type: none">▶ If starting, where will you start? If evolving, what will you change or add?▶ What roles will you support? (AE, AM, SDR, BDM, Sales Engineer, FLSM, Channel Partner, other?)▶ Which building blocks will you support? (More coming on this.)▶ What issues or performance problems will you address?▶ What outcomes will you deliver?
Who	Who is going to do what? <ul style="list-style-type: none">▶ Where/to whom will this function report?▶ With whom (what other functions/leaders) will you collaborate?



Develop a Sales Enablement Charter

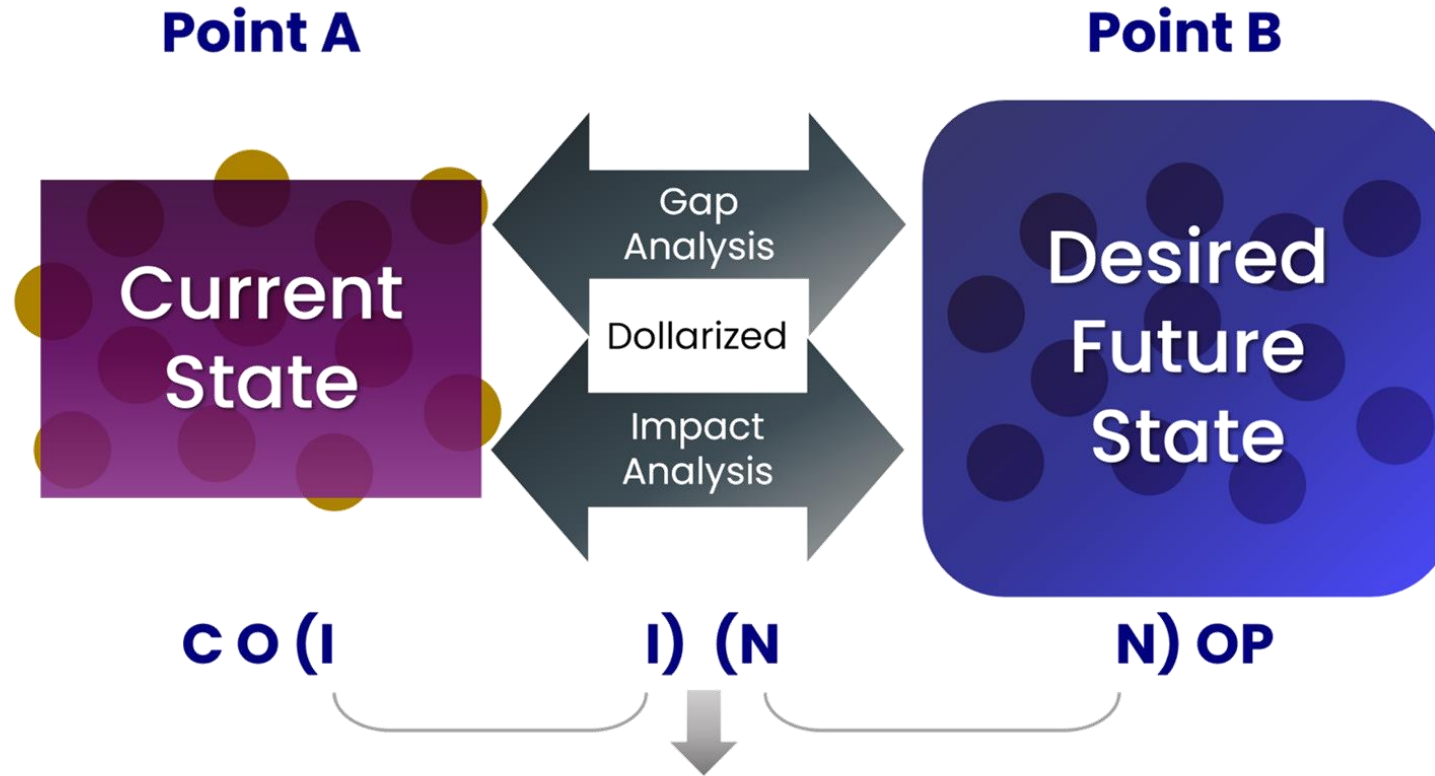
Developing your charter is about getting clarity, establishing priorities, setting expectations, and creating plans.

Why	Why are you starting or evolving your Sales Enablement function?
What	How will you define Sales Enablement? <ul style="list-style-type: none">▶ If starting, where will you start? If evolving, what will you change or add?▶ What roles will you support? (AE, AM, SDR, BDM, Sales Engineer, FLSM, Channel Partner, other?)▶ Which building blocks will you support? (More coming on this.)▶ What issues or performance problems will you address?▶ What outcomes will you deliver?
Who	Who is going to do what? <ul style="list-style-type: none">▶ Where/to whom will this function report?▶ With whom (what other functions/leaders) will you collaborate?
How	How will this work be done and to what level? <ul style="list-style-type: none">▶ How will the work or desired outcomes be prioritized and measured?▶ How will you collaborate and communicate with your internal partners and report results?



Conduct a Situation Assessment of Your Sales Force

Context: Who Sells What to Whom and How



C O (I

I) (N

N) O P

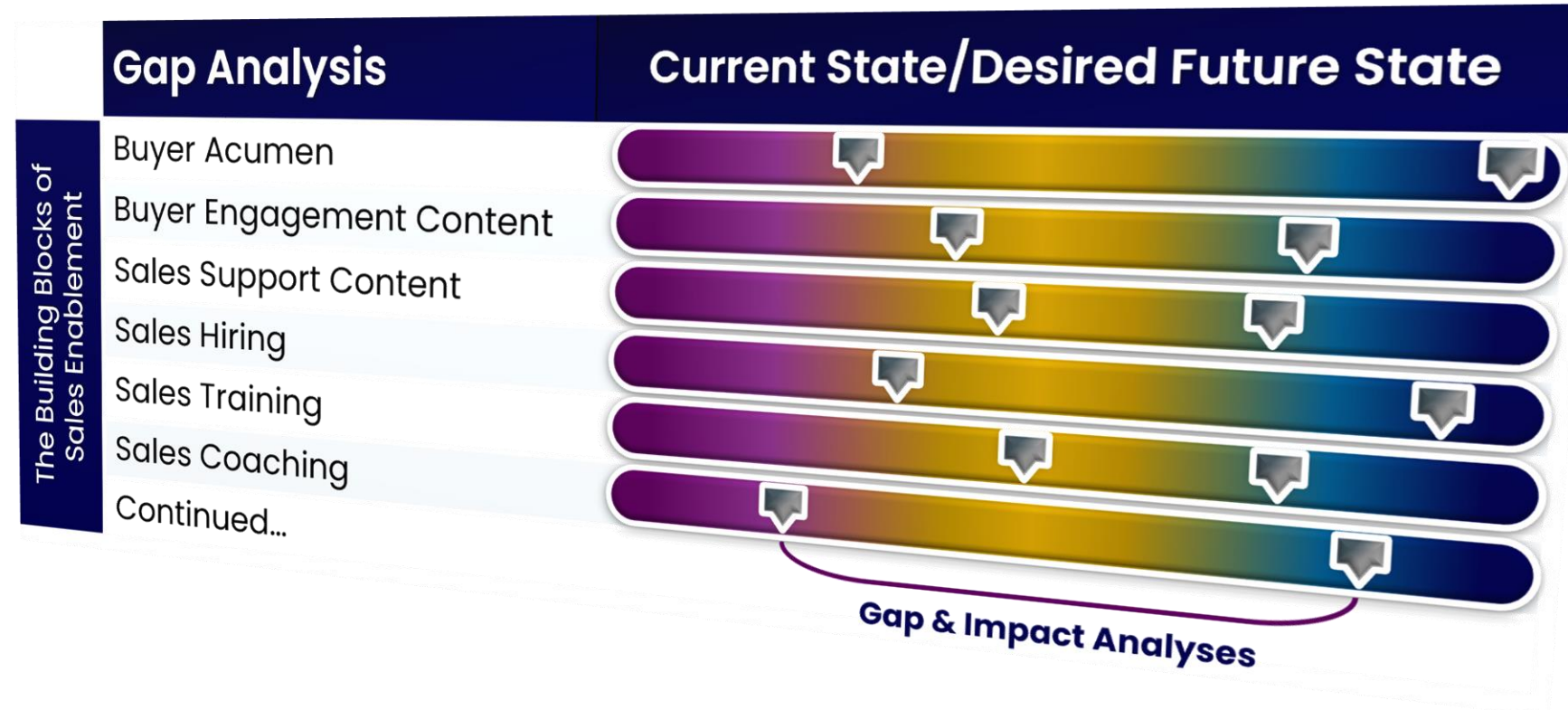
- ◆ Identify Compelling Business Issues
- ◆ Tie to Strategic Objectives
- ◆ Prioritize and Execute Accordingly

COIN-OP = **C**hallenges, **O**pportunities, **I**mpacts, **N**eeds, **O**utcomes, and **P**riorities

Use the Building Blocks as a Diagnostic Tool

GAP ANALYSIS



- ▶ Rate your current state in each building block.
- ▶ Facilitate a session with your charter partners, where you capture their qualitative and quantitative feedback.
- ▶ Compare to where you should be (ideal state/best practice) and note the gaps, for now.



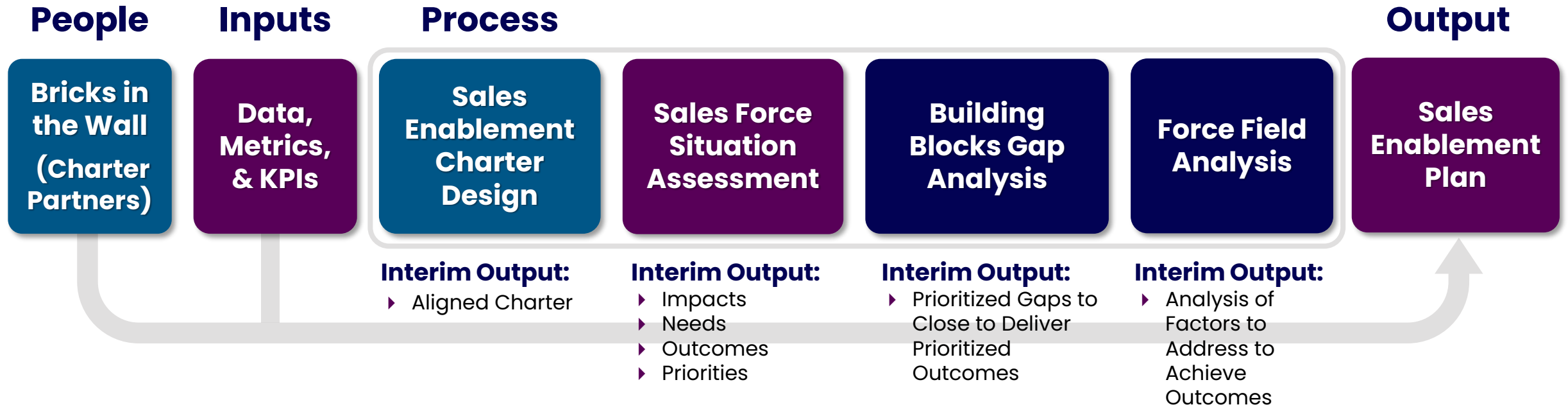
Create Your Sales Enablement Business Case

The above work enables you to determine how compelling the outcomes are, compared to the cost of the solution(s) and the pain of change. This is the foundation for your sales enablement business case. Now, you create a plan to achieve your desired objectives and outcomes.

Conduct a Force Field Analysis to develop your plan!

Force Field Analysis	Current State		Desired Future State (SMART Goals/Outcomes)	
	Weight	Driving Forces 	 Restraining Forces	Weight
Sources of Forces				
Situation Assessment, Including:		How can I strengthen or add Driving Forces?	How can I reduce or eliminate Restraining Forces?	
- Economic Forces				
- Market Forces				
- Buyer/Customer Forces				
- Organizational Culture Forces				
- Talent or Expertise Forces				
The Building Blocks of Sales Enablement	ACTION PLAN			
Sales Effectiveness Acumens	Who	Does What	With Whom	By When
Sales Effectiveness Fundamentals				
Other Factors, as Needed				

Plan Summary Visual – High Level



Strategic Enablement – The Big Takeaway:

- ▶ The outcomes and priorities of the executive team and senior sales/revenue leader are the common thread and dot connection, culminating in the Sales Enablement Plan.
- ▶ This is how you make an impact with enablement.

Plan Summary Details

PREREQUISITES	Understanding The Building Blocks of Sales Enablement Framework, Models, and Concepts.	The development of a Sales Enablement Charter with cross-functional collaborators.	A Situation Assessment with COIN-OP, especially outcomes, strategic objectives, and metrics.	The completed Building Block Gap Analysis and all other steps to the left.
WHAT	Sales Enablement Charter ▶	Situation Assessment (Sales Force) ▶	Building Blocks Gap Analysis ▶	Force Field Analysis & Enablement Plan
INPUTS	<ul style="list-style-type: none"> ▶ Advice from leadership on stakeholders ▶ Knowledge of functions in your company and who does what 	<ul style="list-style-type: none"> ▶ Current strategic plan ▶ Current tactical plan ▶ Possible SWOT analysis ▶ Sales force goals, objectives, revenue plans, quotas ▶ Current performance on relevant KPIs 	<ul style="list-style-type: none"> ▶ Data or knowledge about current state of each BB, from SE and cross-functional partners ▶ The Inputs and Outputs of the Situation Assessment to be able to gauge/rate effectiveness of each BB 	<ul style="list-style-type: none"> ▶ The Inputs and Outputs of the Situation Assessment with Gap & Impact Analyses ▶ The Inputs, Outputs, and Gap Analysis for the BB
WHO	All stakeholders and the “Bricks in the Wall” (cross-functional collaborators)	<i>Work Team:</i> <ul style="list-style-type: none"> ▶ Sales Enablement ▶ Cross-functional collaborators <i>Sign-off:</i> <ul style="list-style-type: none"> ▶ Sales Leader(s) ▶ Stakeholders 	<i>Work Team:</i> <ul style="list-style-type: none"> ▶ Sales Enablement ▶ Cross-functional collaborators <i>Sign-off:</i> <ul style="list-style-type: none"> ▶ Sales Leader(s) 	<i>Work Team:</i> <ul style="list-style-type: none"> ▶ Sales Enablement ▶ Cross-functional collaborators <i>Sign-off:</i> <ul style="list-style-type: none"> ▶ Sales Leader(s) ▶ Executives
WHY	<ul style="list-style-type: none"> ▶ Reduce organizational friction ▶ Align on how all support sales effectiveness 	<ul style="list-style-type: none"> ▶ Determine/understand executive and sales force priorities ▶ Build your SE business case ▶ Obtain budget and resources needed 	Determine what is in place and what needs to change to support the desired outcomes.	Build your Sales Enablement plan that supports the strategic objectives, tactical GTM plan, desired outcomes (metrics that matter most) and the attainment of the overall revenue plan.
HOW	<ul style="list-style-type: none"> ▶ Stakeholder analysis (including executives and cross-functional collaborators) ▶ Alignment meetings ▶ Build a charter together 	<ul style="list-style-type: none"> ▶ Document the current state vs. desired future state of your sales force and sales performance, with COIN-OP ▶ Gap Analysis ▶ Impact Analysis 	<ul style="list-style-type: none"> ▶ Document current and desired future state with the BB ▶ Conduct BB Gap Analysis ▶ Tie to Situation Assessment Outcomes & Priorities ▶ Determine what is GEFN, missing, or needs improvement 	Using inputs from the Situation Assessment and BB Gap Analysis, assess Driving & Restraining Forces relative to moving toward the Future State, to build a plan to get there.
OUTPUTS	An aligned, signed-off Sales Enablement Charter (who owns what and who supports the work)	<ul style="list-style-type: none"> ▶ Clear goals and objectives for the sales force ▶ Gap & Impact Analyses for your Sales Force ▶ Sales Enablement Business Case 	<ul style="list-style-type: none"> ▶ Gap Analysis for each BB ▶ How the org is currently supporting Sales ▶ How they should be supporting Sales ▶ Priorities for the BB to support the Situation Assessment, strategic and tactical plans, and goals and objectives 	Sales Enablement Plan (and likely a multi-phase plan to continuously improve the BB over time, in support of achieving sales objectives and plans).

Transforming
SALES RESULTS™

APPENDIX

**How to Develop a
Sales Enablement Plan
That Delivers Results!**

Download the eBook for Free! (Ungated)

How to Develop a Sales Enablement Plan That Delivers Results!

Mike Kunkle

Author

- ▶ *Book:* The Building Blocks of Sales Enablement™
- ▶ *Course:* The Building Blocks of Sales Enablement Learning Experience™
- ▶ *Course:* Modern Sales Foundations™
- ▶ *Course:* Sales Coaching Excellence™



eBook: How to Develop a Sales Enablement Plan That Delivers Results!

~~\$12.95~~ *Free!*

TSR eBook: How to Develop a Sales Enablement Plan That Delivers Results!



Download Here!

<https://bit.ly/bbofse-ebook>



How to Develop a Sales Enablement Plan That Delivers Results!

NOTE FROM THE AUTHOR

I hope this webinar has been helpful.

As a profession, we need to find ways to raise the bar to make an impact on performance.

The frameworks, systems, models, and methods in this eBook were designed and shared with this sole intention.

Using The Building Blocks of Sales Enablement to evolve to a formal maturity model and beyond, will serve you well.

If you have questions or need support, my contact information is on the following slide.

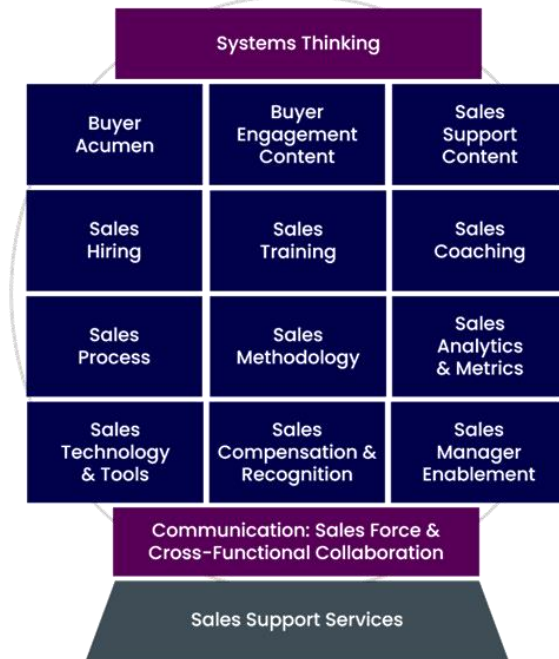
You can also reach me through:

- ▶ <https://www.mikekunkle.com>
- ▶ <https://linktr.ee/mikekunkle>
- ▶ <https://sparxiq.com/about-sparxiq>
- ▶ <https://goffwd.com/blocks>

Even if you don't need support, I would enjoy hearing how this webinar has been helpful, or how you'd like to see it improved.

Transforming SALES RESULTS

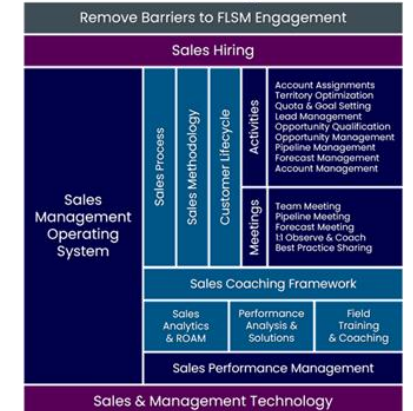
The Building Blocks of Sales Enablement



Sales Hiring



Sales Management



Sales Readiness



Sales Training



Download the Free eBook [Here](#)

About the Author



Mike Kunkle

Founder/Sales Transformation Advisor

Transforming Sales Results

mike@mikekunkle.com

VP, Sales Effectiveness Services

SPARXiQ

mike.kunkle@sparxiq.com

Mike Kunkle is a recognized expert on sales enablement, sales effectiveness, and sales transformations.

He's spent over 30 years helping companies drive dramatic revenue growth through best-in-class enablement strategies and proven effective sales transformation.

Mike is the founder of [Transforming Sales Results, LLC](#) and currently works as the Vice President of Sales Effectiveness Services for [SPARXiQ](#), where he designs sales training, delivers workshops, and helps clients improve sales results through a variety of sales effectiveness services.

He collaborated with Doug Wyatt to develop SPARXiQ's [Modern Sales Foundations™](#) curriculum and authored the SPARXiQ's [Sales Coaching Excellence™](#) course. Mike's book, [The Building Blocks of Sales Enablement](#), is available on Amazon and the course is available [through FFWD](#).

Connect with Mike & Follow His [Mostly Free] Content

Transforming Sales Results	https://www.mikekunkle.com/services
SPARXiQ Blog	https://sparxiq.com/author/mikekunkle
Distribution Strategy Blog	https://distributionstrategy.com/author/mike-kunkle/
Association for Talent Development	https://www.td.org/user/content/MikeKunkle
Sales Effectiveness Straight Talk Webinars	https://bit.ly/MikeKunkle-OnDemand (60 Free Recorded Webinars)
The Building Blocks of Sales Enablement	https://bit.ly/BBofSE (Book in Paperback and Kindle)
BB of SE Online Course through FFWD	https://GoFFWD.com/Blocks
Mike's LinkedIn Articles	http://bit.ly/MK-LinkedInArticles
Mike's LinkedIn Profile	https://www.linkedin.com/in/mikekunkle
Mike on Twitter	https://twitter.com/mike_kunkle
Other Links	https://linktr.ee/mikekunkle

Make An Impact With **ENABLEMENT!**

**The Building Blocks of
Sales Enablement**

