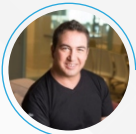


THE “SELL-FROM-HOME” SALES PLAYBOOK

Selling from home is the new normal, but how do you differentiate yourself, build trust, and demonstrate competency in this new selling environment? How you sell is more important than what you sell - and will differentiate you from the pack. So it's critical that B-2-B sellers develop Situational Fluency - the ability to share just the right insights and ask just the right questions depending on the prospect's Buyer Role and Industry.

Enableocity has cracked the code on the perfect Sales Playbook for remote selling. It's light on process and heavy on enabling sales conversations to move the sales cycle forward. **We'll take your existing playbook or content spread across dozens of documents, sites, and Wikis, and integrate it seamlessly into a single, best-practice playbook delivered in printed form and digitally.** We'll also field-validate the content and fill missing content gaps working with your top sellers and SMEs.

AND IT WORKS!



According to **Colin Blou**
SVP of Sales at Claroty



We had been planning to build a sales playbook for over two years. To have someone corral us, cajole us, organize us, and patiently record and present our disparate thoughts into a coherent and usable product, that is the resounding achievement of Enableocity in building the company's playbook.



TO LEARN MORE ABOUT **ENABLEOCITY'S** SELL-FROM-HOME SALES PLAYBOOK

In The 5-6 Week Engagement, Your Team Will Get:

- ✓ **A customized Sales Playbook** focusing on one or more Solution Areas, Use Cases, or Sales Plays, aligned with your chosen methodology: Sandler, Challenger, Force Management, Customer Centric Selling, Miller-Heiman, etc.
- ✓ **Byte sized sales conversation “micro content”** to drive key sales plays; usable in actual conversations, emails, proposals, and even RFIs/RFPs
- ✓ **Qualification tools by Sales Play & Persona:** Key Questions to Ask, Ideal Customer Profile, Pitfalls to Avoid, and Objections & Responses
- ✓ **Proof points and example wins** by Industry, Use Case, and/or Sales Play
- ✓ **Consolidated Competitive Intelligence** on your top competition
- ✓ **Digital access to playbook content** via: web, mobile (iOS and Android), email (Gmail and Outlook), Slack, Alexa (voice), Salesforce, and other integrations as needed
- ✓ **OPTIONAL** Channel Enablement microsites or Salesforce Partner Portal for specific partners with customized playbooks
- ✓ **OPTIONAL** remote training and certification of your entire sales and channel teams on playbook content adoption and knowledge ownership

Results You Can Expect:

- ✓ Better qualified opportunities and pipeline growth
- ✓ More 2nd meetings that turn into closed deals
- ✓ More confident and competent sellers
- ✓ Uncover unknown requirements (larger deal sizes)

visit

www.Enableocity.com