

ENABLEOCITY

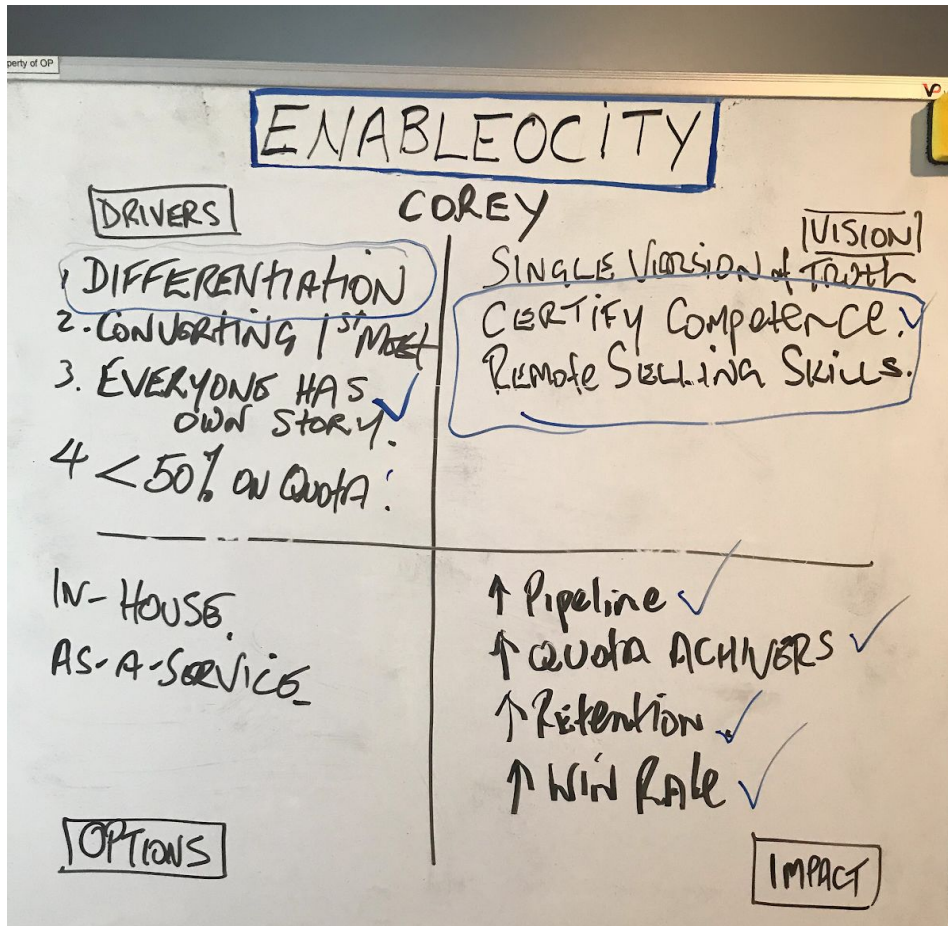
6/25/2020

Mr. C. Sommers,
Acme Inc

Subject: Acme Inc. - Enablecity Meeting Summary

Dear Corey,

Thank you for your time this week to discuss your sales effectiveness challenges, and 2020 goals with me. The purpose of this meeting summary is to recap our understanding of your current situation and your desired results. We will iterate this letter as we proceed to achieve understanding and alignment with your objectives. The image of our whiteboard conversation is included below.



Current Situation Drivers

You are accountable for sales enablement for Acme Inc., based in Arizona. You oversee a sales enablement team providing services for 80 sellers and SE's. In our meeting you indicated the following sales effectiveness issues.

- Your sales team is struggling to differentiate in a crowded marketplace where many companies sound the same and sell similar products.
- Since COVID-19 your sales team is struggling to convert first meetings into opportunities.
- If you ask three individuals to give you an elevator pitch about the company, you get three completely different stories.
- Less than 50% of the sales team is on target to hit their FY2020 quota.

Solution Vision

Your ideal outcomes from any enablement activities are

- Everyone uses the same story around how your products are used to help customers create value.
- You would like to uplevel remote selling skills in a similar manner as we demonstrated in our meeting today.
- You and the sales leadership team would like to certify that all sellers are competent in using the new message and confident in using the visual engagement techniques demonstrated.

Impact

The impact to you and Acme of achieving these results is:

- Rapid pipeline build.
- Increased win-rate from first meeting to qualified opportunity.
- Increase percentage of team making quota.
- Improve retention of salespeople.

Clearly you, sales leadership and Acme have a lot at stake.

Alternatives

Your alternatives to working with Enableocity are to:

- Do nothing.
- Develop the capability in house.
- Find an alternative sales enablement company.
- Work with Enableocity on an “as-a-service” basis..

Decision Criteria

We did not discuss your decision criteria as we are the first enablement company you have met.

Decision Process, Budget and Timeframe

You are the primary driver of this initiative.

- Your decision team and decision making process was not discussed in the meeting.
- Budget has not been allocated, but you believe funds can be made available for investing in improving the messaging, selling skills and certification of Acme’s sales team.

Next Steps

1. Confirm you are in agreement with my summary of our meeting.
2. You and I will meet on the phone in two days to clarify understanding and agree next steps, as outlined below:
 - Outline criteria to evaluate & agree on an Enableocity As-a-Service Solution



- You will introduce me to your sales and marketing leaders to understand their perspective on current sales productivity challenges and to outline Enableocity's approach.

We appreciate the opportunity to help improve sales performance and enablement outcomes and to our call to confirm understanding and next steps.

Sincerely