

## What is Sales Enablement?

Hitting sales quotas consistently requires sales professionals to have first-class selling skills and well-developed knowledge of their company's product, the market, trends, customer needs and competitive landscape

### Key challenges

- ▶ **Short on time:** Upcoming product launch or campaign requires your sales force or channel partners to be fully trained and supported to deliver the expected revenue goals. You need resources asap for your launch readiness.
- ▶ **Limited resources:** Your internal team is either maxed out or has insufficient expertise in developing critical sales enablement such as: training webinars or on-demand courses, sales playbooks, call scripts, competitive battle cards, cheat sheets, and channel partner enablement.

### How Aventi helps

Aventi Group brings decades of experience in crafting the tools and training to enable sales teams. With quick ramp-up and on-boarding, our team can get your sales team or channel partner reps running on all cylinders in no time flat.

#### SALES ENABLEMENT TOOLS

##### Customer presentations

Customer-facing presentations used by sales reps or channel partner reps to drive conversations in the first and second sales meetings.

##### Sales Playbooks

Primers with key qualification questions, value proposition, differentiators, qualifying opportunities, objection handling and closing strategies.

##### Competitive battle cards

Reference tool with competitor overview, how to set competitive traps, hard hitting facts, and countering claims.

##### Cheat sheets

One-pager with elevator pitch, qualifying questions, value proposition, and more.

##### Call scripts

Step by step talking points for inside sales or sales development reps to be used when setting appointments with and qualifying prospects.

#### PRODUCT TRAINING

##### Webinar

Live and recorded webinar presentations on product/selling skills development.

##### On-demand courses

Online course with quizzes and certification testing.

##### Coaching/mentoring

One-on-one coaching for reps and sales leaders on specific deals, prospect meetings, and follow-ups.

#### ENABLEMENT GUIDANCE

##### Executive guidance

Executive guidance on sales enablement strategy, compensation, metrics, key performance indicators, organization/territory design, and running sales management reviews/meetings, and channel sales enablement.


##### Interim roles

VP of Sales, Chief Revenue Officer, Director of Sales, Channel Sales, and Inside Sales Manager.

## Business impact examples

In working with our clients, we have seen significant impact in conversion rates, sales cycle and productivity.

 **10-30%**  
INCREASE IN CONVERSION RATES

 **20%**  
INCREASE IN PRODUCTIVE CAPACITY

 **25%**  
REDUCTION IN SALES CYCLE TIME

 **30%**  
INCREASE IN PIPELINE-TO-QUOTA RATIO

## Client Testimonials

“ As we grow rapidly, we saw the need for greater rigor in scaling our selling process, systems, seller competencies, approach and more. Aventi Group's executive came in with a methodology to benchmark our selling model and recommended specific areas for increased focus. We also tapped Aventi to support extensive sales enablement and prep for a strategic launch of our BambooHR product line. The Aventi leader ran through several role playing sessions, delivered the live sales rep and sales management trainings, and built a sales playbook that was foundational going forward. ”

— **Jeff Adams**, Former Chief Revenue Officer, BambooHR

“ Aventi assisted us with everything from new messaging, sales enablement, product launches, and asset development. Our sales team commented on the significant improvement to our materials, and we were set up well for our next major product launch. I would highly recommend this team. ”

— **Sue Barsamian**, Former EVP and Chief Sales Officer, Micro Focus

## Let us help you!

We'll provide you a free benchmark assessment of your sales enablement content or input on your sales enablement strategy and tactics.

### Connect with us

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
**Aventi Contact Form**  
or call **(415) 890-5434**



**Aventi Group**  
expertise. speed. results.

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