

ALL ABOUT

CONVERSATIONAL SALES

Conversational Sales Enablement is a term coined by Calldrip that combines two important sales strategies: Conversational Sales and Sales Enablement.

Conversational Sales Enablement is a strategy that enables human connection in the sales process at scale.

It combines Conversational Sales' focus on building a human connection with Sales Enablement's approach to empowering your sales team with the right processes, tools, and resources.

The goal of a Conversational Sales Enablement strategy is to create a repeatable process that allows your sales team to connect with leads at the perfect moment, and convert leads to customers, building trust every step of the way.

EMPOWERING PEOPLE WITH TECHNOLOGY

Keep in mind that every effort in a Conversational Sales Enablement strategy exists to enhance your greatest sales asset: your sales team. After all, people buy from people!

Calldrip's focus is on providing the technology and resources to unlock your sales team's performance potential. Our complete suite of Conversational Sales Enablement tools, from web chat to award-winning sales coaching, is backed by our incredible customer service team.



4 PILLARS OF CONVERSATIONAL SALES ENABLEMENT

There are wide variety of tools that support a Conversational Sales Enablement approach; we've illustrated a few key tools here.

The essential pillars of Conversational Sales Enablement are:

1. **Prioritize speed of response.** The best time to communicate with a prospect is at their peak moment of interest: when they engage with you.
2. **Meet your prospects where they are, on multiple channels.** Put your leads first, and be available on the channels that are convenient for them.
3. **Embrace the human element.** Prioritize building strong, honest human connections with prospects, at scale. Because people buy from people.
4. **Empower your sales team.** Ensure that your team has the resources, coaching, and processes needed to perform.



IMPLEMENT YOUR STRATEGY WITH CALLDRIIP

Calldrip works with organizations around the globe to implement successful Conversational Sales Enablement strategies.

To learn more, download this recent case study about one automotive dealer group's success with Conversational Sales, or [see it in action - no demo required!](#)



[SEE HOW IT WORKS!](#)