



How to Become a Sales Enablement Specialist


TIPS FOR SUCCESS IN SALES ENABLEMENT

Welcome

The Sales Enablement responsibility in any performance-focused organization is an essential one. For some companies, this might be a full-time role; for others, it might be a reframing of a team member's existing responsibilities.

No matter your approach, this guide is designed to help you understand how to be the best sales enablement specialist you can be.

Contents


A solid blue circle located to the left of the first content item.

01 **WHAT IS SALES ENABLEMENT?**
Benefits, Components & More

02 **THE SALES ENABLEMENT ROLE**
Responsibilities & Expectations

03 **CREATING RESOURCES**
Building Sales Resources

04 **HOW CALLDRIIP HELPS**
Solutions & Approaches

A large solid blue circle located on the right side of the page, partially overlapping the content area.

Why Trust CallDrip?

CallDrip is a global leader in Conversational Sales software, with an emphasis on lead response and process improvement. More importantly, we're committed to helping our customers grow.

10K

platform users around the world.

1M+

leads distributed annually.

<1 min.

average connection time

75M+

conversations annually,
including more than 6M calls.

[LEARN MORE](#)



01

What is Sales Enablement?



What is Sales Enablement?

Sales enablement is a strategy to improve your sales team's performance, by providing them with the resources they need to close more deals. The goal of implementing sales enablement is to improve your processes, resources, and strategies to make sales more efficient. For sales enablement to be successful, your strategy needs to prioritize building trust quickly and serving customers effectively.

The overarching goals of sales enablement are to:

- Empower your sales team to close deals.
- Prioritize your sales team's efficiency and efficacy.

Sales leaders do this by understanding your buyers' journey, identifying key decision moments, and creating the resources needed to advance the sale at those moments. In some cases, this sales enablement initiative may mean that you need to adjust your existing sales processes to more closely align with your customers' needs.

In practical terms, that may mean providing resources like blogs, interactive tools, assessments, training, or content; all of these should make it easier to sell your product or service. We'll cover more about the sales enablement resources you might want to consider in a later section.

Remember, sales enablement enhances the efficacy of your sales team. It doesn't seek to replace them. After all, people buy from people!



"At CallDrip, we think about sales enablement as a way to strengthen relationships, which is the cornerstone of any healthy sales process."

**FOREST WARD, VP OF
SALES AT CALLD RIP**

Benefits of Sales Enablement

Why does sales enablement matter? There are plenty of benefits of sales enablement, including better relationships with leads and prospects, faster deal velocity, and happier customers. Said differently, sales enablement ensures that your sales team is empowered to provide a positive customer experience, every single time. Still not convinced?

80%

of American consumers say that friendly service, speed, knowledgeable help, and convenience are the most important elements of a positive customer experience.

90%

of consumers report purchasing due to the overall sales experience, rather than price or functionality.

59%

of consumers say they will walk away after several bad experiences, 17% after just one bad experience, even if they love your company or product.

66%

of customers expect companies to understand their needs and expectations.



The reality is that prospects buy from people and companies that they know, like and trust. Much of this human connection is built during the sales process. The efficacy of your sales team is directly related to their ability to connect with and serve your leads. Sales enablement makes that process seamless and scalable.

There's another reason why sales enablement matters: your competitors are probably implementing it. In fact, sales enablement has seen a 343% increase in adoption over the last five years. And it's working; more than 75% of companies using sales enablement strategies have seen their sales increase between 6% to 20%. The global sales enablement market is growing; in fact, it's projected to surpass \$3B by 2026.

Given that sales enablement has such significant benefits, you don't want to be left behind.



6 Steps to Successful Sales Enablement

STEP 1 **CLEAR SALES PROCESSES**
that aligns with your buyer's journey.

STEP 2 **QUALITY SALES TRAINING**
to ensure your team is empowered to succeed.

STEP 3 **HIGH-VALUE SALES RESOURCES**
to share with prospects and support your team during the sales process.

STEP 4 **AN EASY-TO-USE SYSTEM**
for collecting and managing these sales resources.

STEP 5 **PERFORMANCE TRACKING**
and measurement to evaluate sales performance qualitatively and quantitatively.

STEP 6 **ACTIVE, ITERATIVE SALES COACHING**
to support the progress of the entire sales team.



02

The Sales Enablement Role

Who's Responsible for Sales Enablement?

Sales enablement is a collaborative, cross-department strategy. In many organizations, marketing will be responsible for creating the resources, while sales is responsible for actually leveraging them. Your sales team is also responsible for communicating with marketing about which types of content and materials would be most helpful.

Since your marketing team “owns” your company's brand message and voice, they’re in the best position to create the resources. However, they’ll only be able to do that effectively by communicating with sales about the buyer journey and actual sales processes, to understand the resources that are most valuable.

It’s important that both teams understand the value of collaboration; your company culture can help this cross-department alignment. Research shows that alignment between sales and marketing teams can help your company become 67% better at closing deals and see 41% greater growth in reaching your quotas.

By working together, both teams will be able to reach more prospects, convert them into customers more effectively, sell more efficiently, and retain customers more effortlessly.





What Does a Sales Enablement Specialist Do?

A Sales Enablement Specialist is your internal bridge between marketing and sales, with the express purpose of supporting the creation and management of your sales enablement program. They're responsible for developing and implementing the sales enablement strategy. The Sales Enablement Specialist responsibilities might be owned by an individual, or shared by a team.

"Sales Enablement Specialist" sounds like a special role, but you're probably doing most aspects of this role today without realizing it. It might not come with a fancy title, but chances are, "Sales Enablement Specialist" is one of many hats you wear.



Daily Sales Enablement Responsibilities

A Sales Enablement Specialist's daily activities may include:

- Leading initiatives like mapping the buyer journey.
- Creating sales playbooks.
- Creating or refining training materials.
- Providing insights on sales performance.
- Supporting sales coaching efforts.
- Working with marketing teams to develop resources or campaigns that support sales objectives.

Some companies will hire a Sales Enablement Specialist, while others will promote internally, or even just shift responsibilities among their team to support sales enablement initiatives. Some will even hire consultants to help implement and execute sales efforts. No matter the path you take, your "Sales Enablement Specialist" is the voice of sales enablement efforts at your organization.



03

Sales Enablement Resources



Key Sales Enablement Resources & How to Make Them

Consistently providing the right resources at the right moment not only builds trust, but it also allows you to track and measure performance improvements.

The sales enablement resources you create will typically fall into one of two categories:

1. **Internal resources** that you provide to your sales team.
2. **External resources** that support prospects' and customers' buyer journeys.

These resources and materials will depend on your customer's needs and wants. It may include videos, brochures, scripts to overcome objections, and much more.

Every resource you create should focus on your customer; that's a cornerstone of successful sales enablement strategies. Only by knowing your buyers inside and out can your marketing and sales teams design a process that encourages conversions at every step.

As we mentioned earlier, it's helpful to start this process by creating an ideal customer persona and a buyer journey. These are both likely to be "owned" by marketing. Then, sales and marketing should collaborate to discuss which resources are currently used, internally and externally, and which additional assets would be valuable. Once you've done these steps, it's time to actually start creating them.

After your content is created, it's helpful to organize it in a shared file system. Some companies will link all of these resources together into a complete playbook.

The best system is the one that works for you. That said, if you're new to sales enablement, it's usually best to start simply and evolve as your program does.



04

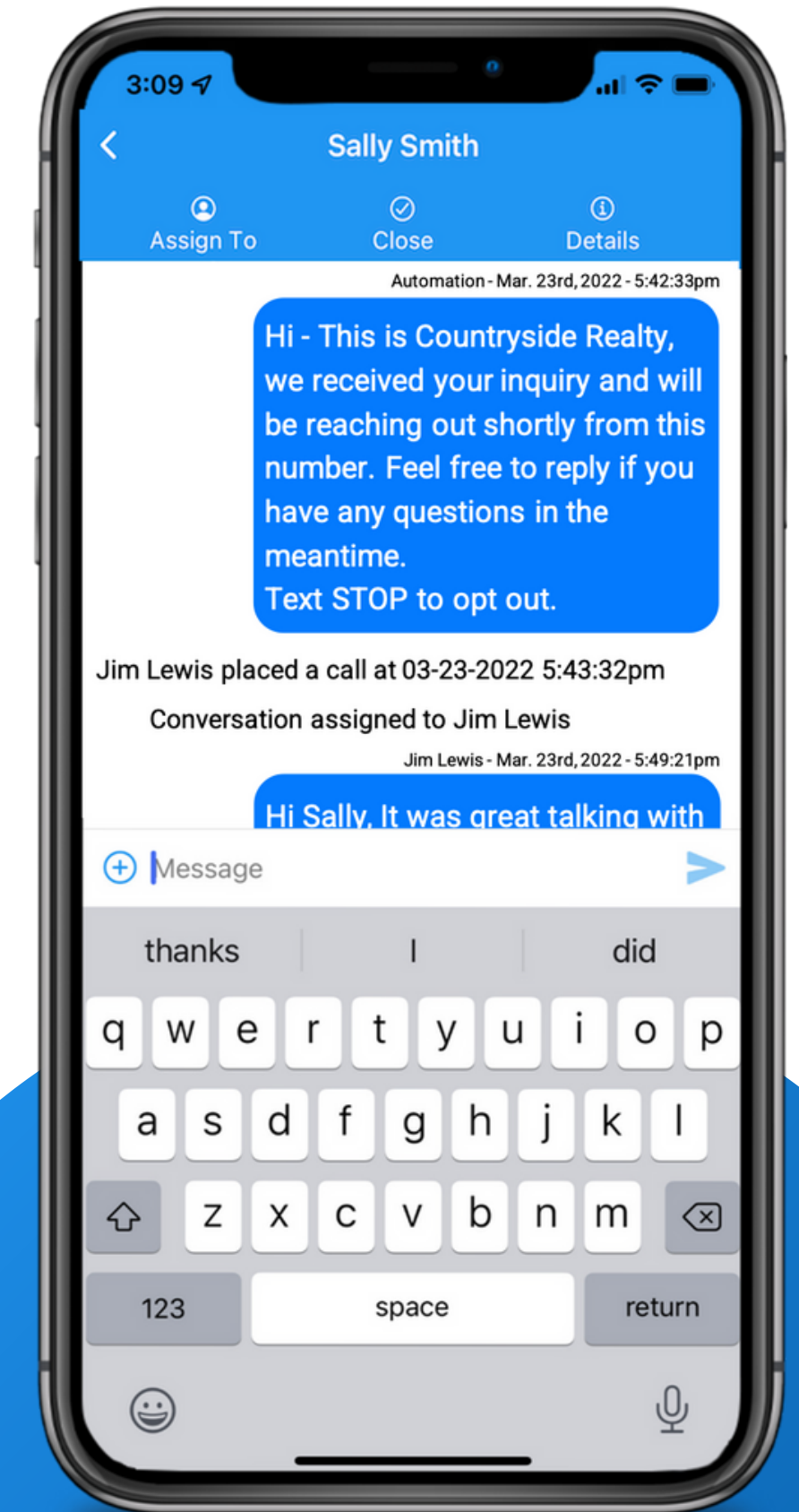
How Calldrip Helps

How Calldrip Supports Sales Enablement

The goal of sales enablement is to empower your sales team to effectively connect with prospects and close them into customers. To do that, they need to build trust with your prospects. One of the best ways to build trust quickly is by sparking an authentic, friendly conversation with leads at their peak moment of interest.

We call this conversation-focused approach to sales enablement “conversational sales enablement.” Our software is designed to build that positive human connection and add value - again, at scale.

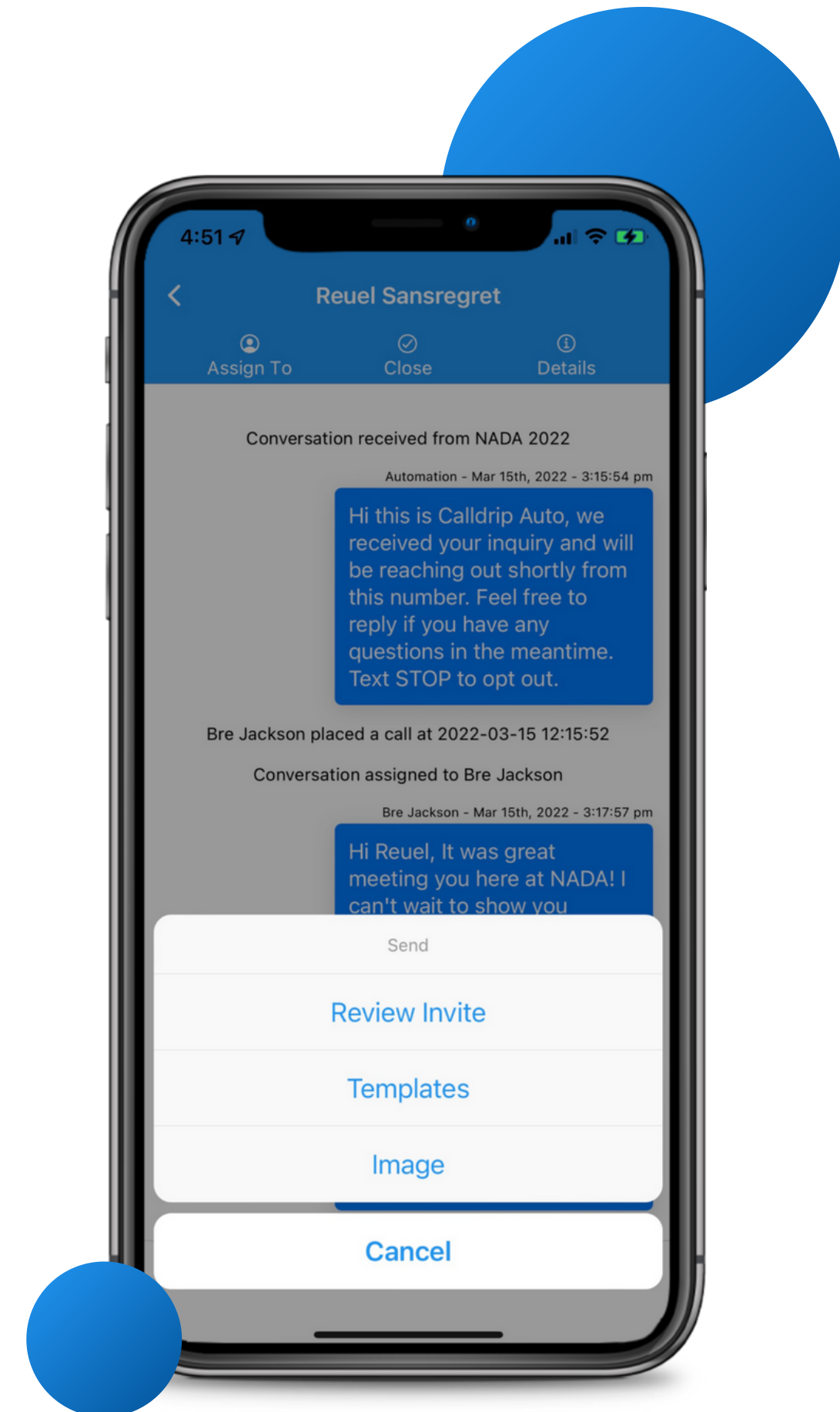
Calldrip integrates with your CRM and existing lead sources to track inbound inquiries, automatically follow-up with leads via phone call and text messaging, and provide sales coaching. Our all-in-one software also includes automated review capture, web chat, business text messaging flows, virtual respondent, and more.



Calldrip isn't just automated lead follow-up - though that is very important - we also provide website chat and comprehensive text messaging to engage your leads, conversational analytics to pin-point optimal marketing channels, coaching tools to take your team to the next level, and an automated customer review process that can build trust and improve your search rankings.

Here's an overview of the Conversational Sales tools included in the Calldrip software, and how they work:

- **Respond** is an automated lead response solution automatically generates a phone call and/or text message from your salesperson to a prospect immediately after the prospect submits an inquiry.
- **Engage** is a text chat widget that converts qualified prospects to a phone call or SMS text chat - automatically. Engage ensures that you connect with your prospects via a conversation at their precise moment of interest.
- **Monitor** is an AI-powered conversational monitoring tool measuring conversations in real time. Call summaries, transcripts, keyword detection and sentiment analysis support sales performance and coaching.
- **Track** clearly identifies phone call sources and metrics, so you can see which channels and lead sources are converting the best. This is a good proxy metric to understand which Conversational Sales channel and lead sources are most valuable to your business..
- **Review** makes it easy for prospects and customers to leave quick, conversational reviews on the top review platforms, including Google.
- **Coach** is a sales coaching software that helps ensure every conversation is top-notch. It includes call recording reviews done by both real people and AI technology.





Here's a sample use case for our flagship product, Respond:

- Imagine a dealership that has a simple inquiry form on their website, as well as a web chat widget. They advertise on Facebook and Google, and purchase leads from a third party. They have a reputation for high-quality used trucks, and some leads also call in directly.
- When a lead comes in from any of these sources, Calldrip records the lead and shares that information with your CRM via an integration.
- Immediately after the lead is created, Calldrip sends an automated yet personalized text message to the lead, letting them know to expect a call from a member of the team shortly.
- Just a few seconds later, Calldrip dials the appropriate sales person on your team, based on your existing process.
- When your sales person picks up, they hear a short, whispered message with information about the lead, including their name and what car they're interested in (if applicable). If the salesperson isn't available, you can set Calldrip up to re-route the call to another member of your team. Or, you can use our VIP service and send the call to one of our sales agents.
- After the message, the call connects to the lead. If they answer, you'll probably hear something like, "Wow, that was fast!"

When compared to manual processes, such as creating tasks for a salesperson inside your CRM, Calldrip is significantly faster: with us, you can connect with leads in about 10 seconds versus a national average of 42 hours. This long response time results in millions of wasted marketing and advertising dollars.



Try CallDrip

CallDrip's all-in-one sales automation software provides the tech tools you need to develop and implement your sales enablement strategies today. With CallDrip, setup is quick and easy. You'll be paired with a customer success professional who is dedicated to your account. If you ever have challenges or questions, they're available to help.

[GET FREE DEMO](#)



Thank You