Fueling growth with SwayTech's Tactical 20.

Tactic #12

Setting Sales Teams up for success.

Sway Tech.

Sales Enablement.

Why?

New products, new features, new competitors, changes in the industry?

It's crucial to take the time to arm your sales force with the right thinking, messages and material they need to win.

KPIs you should have in place.

- Sales productivity by rep

- Conversion rates

- Deal closure time

- Win rates

- Client acquisition

- Cross/upsell rates

- Customer retention

Step 01.
Current State.

Assess the current state and requirements of your sales force. This can be matched to what you know is coming from product, feedback from customers and insights from the market.

TOP TIP: Tactics #3, #4, #5 and #9 will be useful inputs into this step.

Step 02.
Sales Assets Creation.

Develop sales collateral, pitch decks, case studies, use cases, demos and product fact sheet sheets relevant to the customer need. This will help Sales to identify new opportunities and progress existing ones.

TOP TIP: Using ChatGPT 4 with the **BrowserOp** plugin will help accelerate this step.

Step 03.
Sales Playbook.

Create comprehensive sales playbooks with best practices, resources and sales strategies. Once completed this is a key asset to help enable new starters to win.

TOP TIP: Using ChatGPT 4 with the **BrowserOp** plugin will help accelerate this step.

Step 04.
CRM Optimisation.

Integrate sales tools and resources into the CRM for easy access and tracking.

TOP TIP: Look for ways and tools to reduce the administrative tasks to free up sellers to spend more time on high value activities.
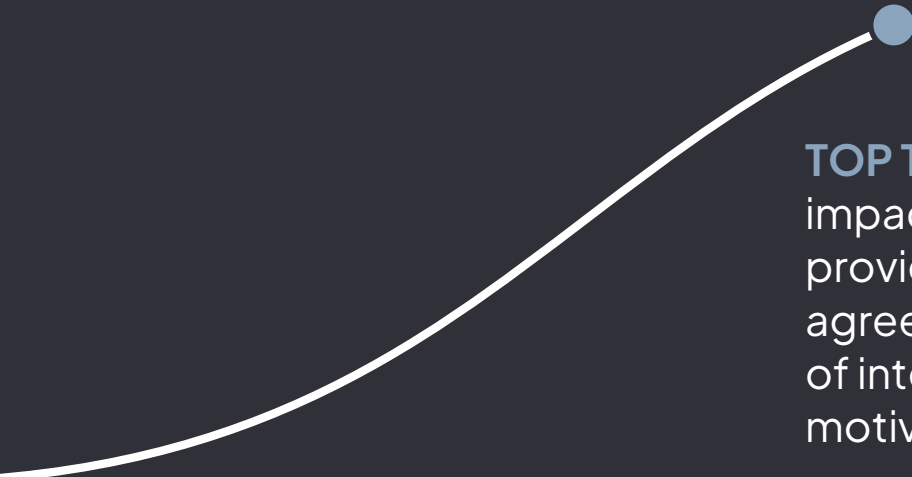
Step 05.
Sales Coaching.

Identify if there is a need/capability gap and offer regular coaching and feedback to sellers.

Note: This may require sourcing external expertise to enable sellers – particularly on how to sell to new and emerging roles, organisations and categories.

Step 06.
Performance Tracking.

Measure the impact of sales enablement efforts on sales performances BUT do not create additional metrics.

TOP TIP: Don't underestimate the impact of running a "Campaign" that provides incentives for sellers to hit agreed milestones. A healthy dose of internal competition can help to motivate teams and drive success.

Customer Referral Program.

The next tactic will help you establish a customer referral program to help drive new business, shorten sales cycles and amplify word-of-mouth marketing.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our CEO Michael.

When we say marketing, we think business.

Sway Tech.