Empower YOUR DISTRIBUTION CHANNEL
for improved Sales Outcomes

Sales and marketing leaders are not confident in their partner’s ability to deliver consistent and compelling sales experiences. CPG respondents don’t have enough visibility to evaluate the consistency of experiences.

55% of sales and marketing leaders cite a lack of visibility to evaluate the consistency of sales experiences.

Empower for Improved Sales Outcomes
YOUR DISTRIBUTION CHANNEL

What is Sales Enablement?

Think of your sales force in the context of a bell curve, with top performers on the right and new or average sellers on the left. The goal of sales enablement is to move new or average sellers over the hump by providing them the tools and technologies they need to elevate the sales conversation from static to interactive, differentiate themselves in a crowded market, and thereby increase their sales sophistication and success.

Empowering your partners with Sales Enablement technology gives you a competitive edge.

In comparing survey results, Forrester Consulting identified a direct correlation between sales enablement technology adoption and business success. Companies that have implemented sales enablement platforms for their partners drive stronger sales outcomes than those who don’t. For example, they:

- are 2.3x more likely to report in a constant order value
- are 2.1x more likely to report double-digit revenue growth
- are 1.8x more likely to report an increase in customer references
- are 2.3x more effective at achieving sales goals
- are 2x as easy to accelerate deal closure
- are 1.5x more likely to report an increase in customer lifetime value
- are 1.5x more likely to report an increase in average order value
- are 2.1x more likely to report increased annual revenue growth
- are 2.3x more likely to report an increase in average order values

Our survey results strongly support a case for prioritizing interactive tools in a partner enablement technology strategy.

Forrester Consulting study

Consider it Empowering your partners with Sales Enablement technology gives you a competitive edge.

In comparing survey results, Forrester Consulting identified a direct correlation between sales enablement technology adoption and business success. Companies that have implemented sales enablement platforms for their partners drive stronger sales outcomes than those who don’t. For example, they:

- are 2.3x more likely to report in a constant order value
- are 1.5x more likely to report an increase in customer lifetime value

Our survey results strongly support a case for prioritizing interactive tools in a partner enablement technology strategy.

Forrester Consulting study

What is Sales Enablement?

Think of your sales force in the context of a bell curve, with top performers on the right and new or average sellers on the left. The goal of sales enablement is to move new or average sellers over the hump by providing them the tools and technologies they need to elevate the sales conversation from static to interactive, differentiate themselves in a crowded market, and thereby increase their sales sophistication and success.

Empowering your partners with Sales Enablement technology gives you a competitive edge.

In comparing survey results, Forrester Consulting identified a direct correlation between sales enablement technology adoption and business success. Companies that have implemented sales enablement platforms for their partners drive stronger sales outcomes than those who don’t. For example, they:

- are 2.3x more likely to report in a constant order value
- are 1.5x more likely to report an increase in customer lifetime value

Our survey results strongly support a case for prioritizing interactive tools in a partner enablement technology strategy.

Forrester Consulting study

What is Sales Enablement?

Think of your sales force in the context of a bell curve, with top performers on the right and new or average sellers on the left. The goal of sales enablement is to move new or average sellers over the hump by providing them the tools and technologies they need to elevate the sales conversation from static to interactive, differentiate themselves in a crowded market, and thereby increase their sales sophistication and success.

Empowering your partners with Sales Enablement technology gives you a competitive edge.

In comparing survey results, Forrester Consulting identified a direct correlation between sales enablement technology adoption and business success. Companies that have implemented sales enablement platforms for their partners drive stronger sales outcomes than those who don’t. For example, they:

- are 2.3x more likely to report in a constant order value
- are 1.5x more likely to report an increase in customer lifetime value