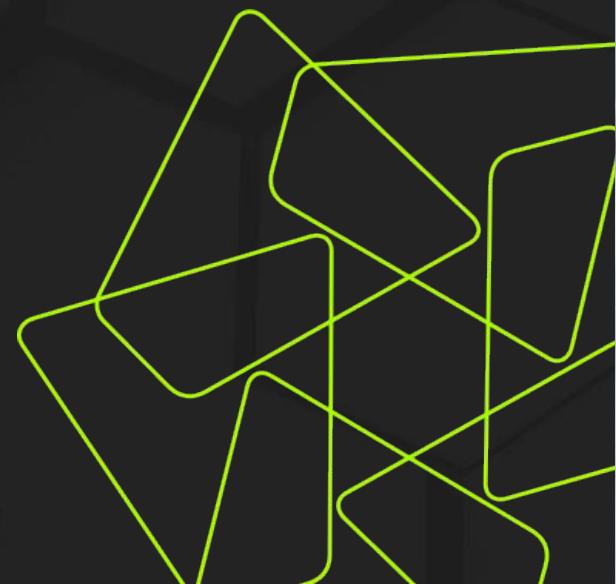

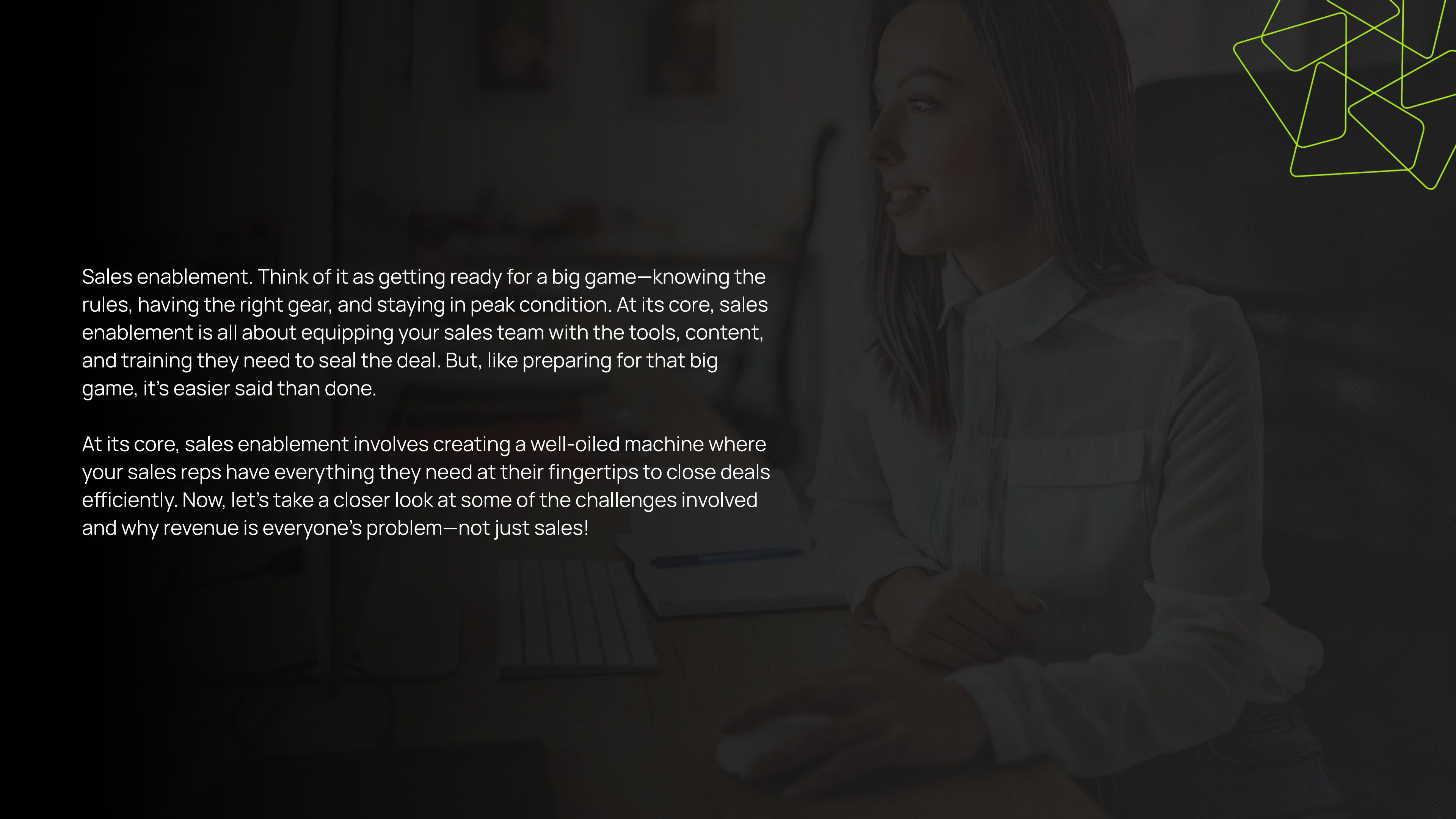


# Mini eBook: Sales Enablement: The Struggle Is Real

July 2024





Sales enablement. Think of it as getting ready for a big game—knowing the rules, having the right gear, and staying in peak condition. At its core, sales enablement is all about equipping your sales team with the tools, content, and training they need to seal the deal. But, like preparing for that big game, it's easier said than done.

At its core, sales enablement involves creating a well-oiled machine where your sales reps have everything they need at their fingertips to close deals efficiently. Now, let's take a closer look at some of the challenges involved and why revenue is everyone's problem—not just sales!

# The Revenue Challenge



Revenue is a team sport, not just a job for the sales department. Here's where the real challenges lie:

**1. Access to Up-to-Date Product Knowledge:** Keeping your sales reps in the loop about product changes is tough. The Salesforce "State of Sales" report highlights that 69% of sales professionals agree that selling is harder now because of factors like supply chain issues, inflation, and shifting regulations. Sales reps need quick and easy access to current product information. Delays in disseminating this information can slow down sales cycles.

**2. Training and Onboarding:** Getting new hires up to speed quickly is crucial. Effective onboarding programs can reduce the time it takes for new hires to become productive by 37%, making them productive 3.4 months sooner. These programs are essential for maintaining high productivity and minimizing the ramp-up time for new employees.

**3. Inconsistent Training:** If training is all over the place, your team won't have the skills they need. It's like trying to bake a cake without a recipe—messy and likely to flop. Sales reps only spend 28% of their week actually selling; the rest is admin and prep. Inconsistent training can lead to gaps in knowledge and skills, resulting in missed opportunities and lower revenue.

**4. Changing Customer Needs:** Buyers are savvier than ever. They do their homework, so your reps need to be ready with real insights. 81% of sales reps say buyers research before reaching out. This shift requires sales reps to act more as trusted advisors rather than just sellers, providing valuable insights and guidance tailored to each customer's unique needs.

**5. Disjointed Workflows:** Poor communication and messy workflows can derail your sales efforts. Sales reps spend an average of 440 hours a year just hunting for the right content. Streamlining processes and ensuring easy access to relevant information can significantly improve productivity and efficiency.

**6. Complex Subject Matter:** Complex subject matter can really slow things down. New starters need the right info, and the chances are, they'll have endless questions. This often turns your Subject Matter Experts (SMEs) into walking FAQs, constantly fielding questions.



# Sales Enablement as an L&D Challenge

POV you're trying to understand how to sell the seventh new product introduced this month



Sales enablement isn't just a sales issue; it's a challenge for Learning and Development (L&D) teams too. Here's why:

- 1. Training Demands:** Sales leaders often need new training programs at the drop of a hat—think new product launches or sudden market changes. This can put L&D in a tight spot, having to whip up and roll out these programs quickly. The constant need for rapid, customized training can stretch L&D resources thin and take away from other strategic initiatives.
- 2. Skill Development:** Keeping skills sharp is crucial in sales, where things change faster than the latest viral meme. L&D can help by spotting specific skill gaps and offering targeted training to fill them. The best organizations always have learning opportunities on tap, which helps them stay ahead of the game and succeed in the long run.
- 3. Standardized Processes:** When training is inconsistent, you end up with a sales team that's all over the place in terms of knowledge and performance. By standardizing training processes, L&D ensures every sales rep gets the same high-quality instruction. This creates a solid, uniform skill set across the team, leading to better sales results and higher revenue. Plus, consistent training makes onboarding smoother and helps new hires get up to speed faster.



# Empowering Sales Leaders

Let's talk solutions. Empowering sales leaders to take charge of enablement can lighten the load for L&D. Here's how:

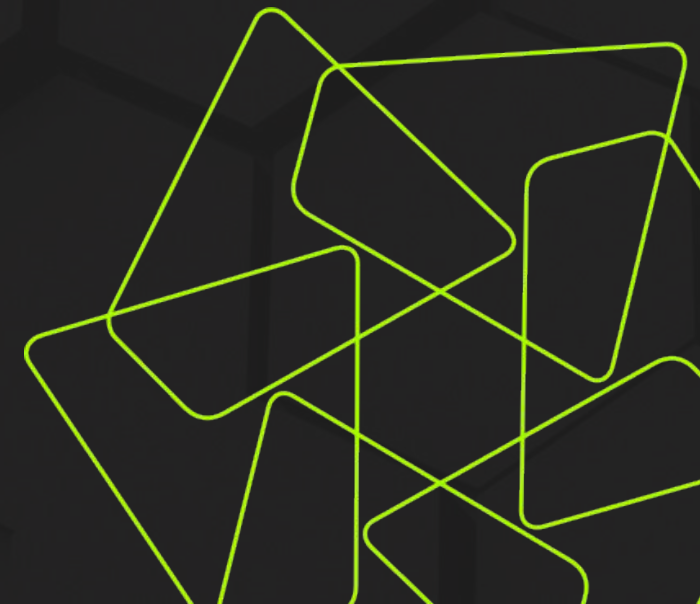
- 1. Training Sales Leaders:** Give them the tools to train their teams effectively. This frees up L&D for more strategic stuff. By equipping sales leaders with the necessary tools, they can deliver training that is closely aligned with the day-to-day realities of the sales team.
- 2. Creating a Learning Culture:** Encourage a culture where learning is continuous. High performers are more likely to have access to ongoing learning opportunities. This culture creates a proactive approach to skill development and keeps sales teams prepared for changing market demands.
- 3. Using Technology:** Tech and the latest in GenAI can streamline training in a big way. Imagine having expert knowledge at your sales reps' fingertips, anytime, anywhere. On-demand access to expert insights and resources, seamlessly integrated into their daily workflows—sounds like a dream, right? Well, with the right tools, it's possible.

The beauty of GenAI is that it takes the headache out of deploying new product information. No more worrying about inconsistencies or scrambling to get the latest updates out. Everything stays up-to-date automatically, so your team always has the most accurate information.

# The Impact on Revenue

Effective sales enablement can supercharge your revenue. Here's the scoop:

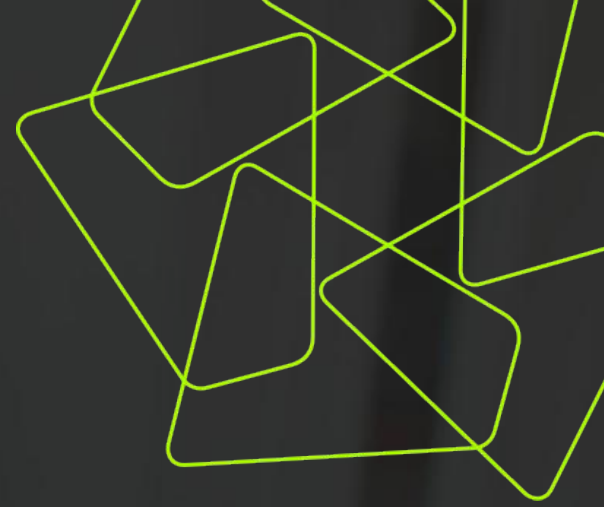
- **35 Days Saved:** One retail customer slashed their sales cycle by 35 days using Hive Learning. This reduction in the sales cycle allowed them to get reps up to speed faster and drive revenue quicker.
- **Higher Productivity:** Onboarding programs can make new hires productive 3.4 months sooner. Faster onboarding translates to a quicker impact on revenue generation.
- **Better Customer Interactions:** With solid training and the latest info, sales reps can answer customer questions more effectively, leading to more sales. High-performing sales organizations are more likely to equip their reps with the necessary tools and training to succeed, resulting in better customer relationships and increased sales.



## Conclusion

Sales enablement is a real challenge, but also a golden opportunity. Address the hurdles your sales reps and leaders face, recognize the role of L&D, and you'll see improved performance and revenue. Empower sales leaders and use tech smartly to let L&D focus on strategic initiatives, benefiting the whole team.

In the whirlwind world of sales, staying ahead is key. With the right strategies, your sales team can not only meet their quotas but smash them. And that, my friend, is what it's all about.







## Want to Boost Your Sales Team's Performance?

Sales enablement is tough, but we've got you covered.

Accurate, up-to-date sales knowledge.

Equip reps to close deals instantly.

Easy mobile access before pitches.

Hive Learning's GenAI-powered tool, BuzzSidekick integrates seamlessly into your team's workflow.

Interested? [Fill out this quick form.](#)

