

The Top 17 Sales Enablement Solutions for the Enterprise

Introduction

Five years ago, nobody had heard of the term “sales enablement” and almost nobody had a sales enablement job title. Today, there are over 132,000 people on LinkedIn with “sales enablement” in their job title and the vast majority are director or VP level.

So where did sales enablement come from? Sales enablement has evolved from a tactical process where various departmental elements (marketing, product marketing, sales operations) independently created materials to “enable” the sales team to meet a specific need in their sales cycle. These materials include product sheets, case studies, customer information and any other collateral that helps to enhance the sales process.

Sales enablement has now evolved into a complex function within many companies as a more defined and formalized approach to augment the sales team. In many organizations, sales enablement is its own entity, working closely with sales and marketing teams, or is a direct function of one or both of these teams. Seismic approaches sales enablement with an end-to-end perspective, which can be measured by the following operating features:

Manage Content: How can we easily manage our large amount of sales content?

Contextual Content: Can we get reps the right content for each unique sales situation?

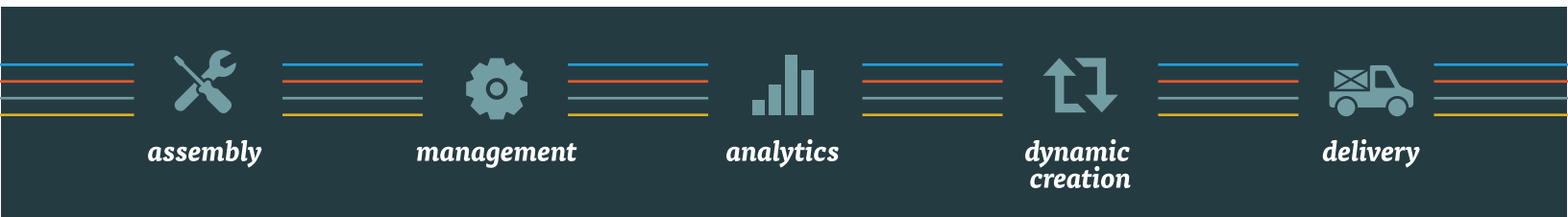
Analytics: How do we see what content is working best?

Assembly: Can we make it easy for sales reps to pull together presentations?

Dynamic Creation: Can we automate the creation of personalized sales materials?

Delivery: Can sales reps access sales materials from any device?

Regardless of how your company defines it, at its core sales enablement is about developing a comprehensive strategy that helps increase sales reps’ efficiency and effectiveness throughout the entire sales process. But sales enablement is constantly evolving and it can be difficult to keep up. What changes are affecting sales enablement today, and where do we go from here?



How Sales Enablement is Evolving

Sales enablement is a cross-functional component of an organization with a holistic approach to organizing, executing and delivering content, educating and training sales reps, and providing the right technology and information to all client-facing employees. This is a completely end-to-end process and each step is important in providing a world-class sales experience.

Executing a sales enablement strategy properly leads to increased revenue per sales rep. It leads to competitive differentiation. It leads to higher customer satisfaction, shortened sales cycles and lower churn rates.

A well-executed sales enablement strategy results in better sales and marketing alignment, which allows companies to grow faster, [close 38% more deals, and lose 36% fewer customers](#) than their non-aligned counterparts.

According to the Aberdeen Group, best-in-class sales organizations are more than two times as likely to be first-adopters of sales enablement solutions, and are able to reduce proposal and contract errors by 6.0% on a year-to-year basis, while non-users check in at only a 1.5% improvement rate.

The overarching theme surrounding sales enablement is that it is no longer a luxury, but a necessity for businesses looking for a competitive advantage. There are many technology providers in the sales enablement space, and it can be overwhelming to understand how their services and technologies help to improve sales effectiveness and marketing efficiency, especially at specific stages of the sales cycle.

In the following table, we have profiled sales enablement solutions according to the following six components of an end-to-end sales enablement strategy: **content management, contextual content, content usage analytics, content assembly, dynamic content creation, and content delivery.**

Core Vendor Competency Other Available Functionality

	Manage	Context	Analytics	Assembly	Dynamic Creation	Delivery
 SEISMIC	Core Vendor Competency	Other Available Functionality	Other Available Functionality	Core Vendor Competency	Core Vendor Competency	Core Vendor Competency
 SAVO	Core Vendor Competency	Core Vendor Competency	Other Available Functionality	Other Available Functionality		Other Available Functionality
 CallidusCloud	Core Vendor Competency	Core Vendor Competency	Other Available Functionality	Other Available Functionality		Other Available Functionality
 Qvidian	Core Vendor Competency	Core Vendor Competency	Other Available Functionality	Other Available Functionality		Other Available Functionality
 brainshark	Other Available Functionality	Core Vendor Competency	Core Vendor Competency	Core Vendor Competency		Core Vendor Competency
 clearslide	Other Available Functionality		Core Vendor Competency	Core Vendor Competency		Core Vendor Competency
 accent TECHNOLOGIES	Core Vendor Competency	Other Available Functionality	Other Available Functionality	Core Vendor Competency	Other Available Functionality	Other Available Functionality
 TinderBox	Other Available Functionality		Other Available Functionality	Core Vendor Competency	Other Available Functionality	Core Vendor Competency
 MindMatrix	Core Vendor Competency	Core Vendor Competency	Other Available Functionality	Other Available Functionality		Other Available Functionality
 iPresent	Core Vendor Competency		Other Available Functionality			Core Vendor Competency
 highspot	Core Vendor Competency	Other Available Functionality	Core Vendor Competency			Core Vendor Competency
 SKURA	Core Vendor Competency	Other Available Functionality	Core Vendor Competency			Core Vendor Competency
 KnowledgeTree	Core Vendor Competency		Other Available Functionality	Other Available Functionality		Other Available Functionality
 showpad	Core Vendor Competency		Other Available Functionality			Other Available Functionality
 DOCURATED	Core Vendor Competency		Other Available Functionality	Other Available Functionality		
 WittyParrot	Core Vendor Competency		Other Available Functionality	Core Vendor Competency		
 Bloomfire	Core Vendor Competency		Other Available Functionality			

Data compiled by independent third party research firm through interviews, analyst consultation and website research.

To help you understand which solution is right for your organization, the following list provides detail about how well each provides an end-to-end sales enablement offering.

Sales Enablement Solutions

Accent Technologies

What Is It?

Accent Technologies is a cloud-based sales enablement solution that gives sales teams better access and more freedom to personalize marketing-approved content. Accent Technologies takes a scientific approach to sales enablement, allowing sales reps to share information at the right time and see how successful content, sales processes and conversations are. Its Accent Librarian solution gives teams fast access and management control over all assets. Users can select pages or slides from multiple files to create custom presentations, allowing for full personalization and more customized sales conversations. Users choose from updated, compliant materials from any device, and admins can track and report all library activity.

Highlights:

- Quickly access materials and resources based on the sales situation
- Seamlessly work within your CRM and sales process, surfacing resources as needed
- Build custom presentations and documents to differentiate your value
- Allow administrators to manage and update sales resources efficiently

To Be Aware Of:

- Accent Technologies' content repository is not conducive for territory, quota or training management.
- Accent Technologies does not offer a Salesforce1 mobile app or a native Windows8 app.

Bloomfire

What Is It?

Bloomfire is a knowledge management platform that combines content creation, management and sharing with social engagement capabilities. Bloomfire was designed to promote engagement within the company and increase employees' accessibility to relevant information. Teams and communities are created and authorized users (marketing and sales leaders) can upload or create content such as videos, photos or text documents, assets, proposals, sales documents and templates and share them with their team members. There is a "playlist" functionality that allows users to create and organize a set list of collateral and documents, which helps during training and onboarding processes. The application behaves as a "social platform" where users can "follow", "share", and "like" other users' content and actions to encourage use, drive engagement with recognition and promote relevant and useful information.

Highlights:

- Q&A functionality and search capability includes tags and categories to organize content
- Advanced reporting and analytics for real-time, actionable metrics on user engagement, community growth and user responsiveness
- Built-in content creation tools (webcam video, screencast tool, document creation, bookmark, and text editor)
- Authorized users can version-control and sales reps can provide feedback on content through Bloomfire's social capabilities of "likes" and "shares"
- Integrated with Salesforce.com, and sales teams can receive content directly within a lead, opportunity, or case record. Users can also access Bloomfire's knowledge base within the Salesforce environment by searching or asking questions

To be aware of:

- There is no targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures or online contracts.
- There are limited dynamic content creation capabilities, meaning only administrators are able to customize and personalize content.
- Bloomfire is unable to automate the creation of personalized sales materials, so manual updates to data and information points are still necessary.
- Bloomfire does not use context to filter the right content for reps' unique sales situations.

Brainshark

What Is It?

Brainshark is a provider of cloud-based business presentation solutions that help companies improve sales, marketing and training effectiveness. Brainshark's core product is Brainshark On-demand, a presentation solution that lets your sales, marketing and HR teams convert static PowerPoint presentations into mobile-ready, audio-enhanced content that can be accessed quickly, and viewed as on-demand video presentations or presented live. These presentations can be emailed, stored online for training purposes, and embedded in email campaigns and webpages for marketing campaigns. All of this activity can be tracked and recorded through Salesforce and marketing automation tools such as Eloqua, Marketo and ExactTarget. Brainshark also offers an online permission-based content management portal that allows marketers and sales leaders to store and share relevant and timely content with the sales team.

Highlights:

- Brainshark On-demand can be used across a variety of functions within an organization including training, lead generation and inbound marketing campaigns, sales and marketing collateral and customer information
- Content is version-controlled and uploaded into the content portal to provide relevant and timely content to the sales team that is easily searchable and accessible
- Presentations capture viewing behavior and content usage that give marketers and sales teams insights into interest and content effectiveness
- Limited integration between Brainshark and Salesforce that allows Salesforce users to add Brainshark presentation links within emails sent from the contact or lead record, and track the recipient's viewing behavior in Salesforce

To be aware of:

- Unable to automate the dynamic creation of personalized sales materials, meaning manual updates to data points and other time- and context-sensitive information are still necessary
- No Microsoft Office plugin for content upload

CallidusCloud

What is it?

CallidusCloud provides companies with SaaS solutions for sales effectiveness and sales performance management. CallidusCloud offers a suite of products for sales and marketing that includes lead targeting, a content portal, territory and quota distribution, and automated quote and proposal generation. Its dedicated sales enablement solution is a content portal that guides sales reps to the right content for each buying cycle, and also allows them to create personalized deal portals that can be shared with customers. Sales reps can also use the portal to provide critical feedback to marketing regarding content, and can access coaching and learning materials on their mobile device.

Highlights:

- Easily search and access marketing materials through a central information repository
- Content analytics provide activity and content relevancy details, helping to align consistent, relevant and timely messaging initiatives between the sales and marketing teams
- Access materials for sales onboarding, training and continual education, and sales playbooks through the Mobile Sales Adviso
- Applications for sales territory, quota distribution and commission
- Integrated with Salesforce to generate quotes and automate workflows around proposals

To be aware of:

- Unable to automate the creation of personalized sales materials, meaning manual updates are still necessary
- Tiered pricing where the highest level tier includes all its features such as Territory and Quota Manager, Sales Coaching & Performance and Sales Gamification
- Doesn't offer a Windows8 native app

ClearSlide

What is it?

ClearSlide is a SaaS content management platform that combines Web-based conferencing tools and a secure online “Live Pitch” space that lets users share content such as links. ClearSlide was specifically designed for use by sales teams and sales managers during client presentations. The platform’s “Live Pitch” online environment is a secure space where all uploaded content generates a unique link that can be shared with prospects and clients, limiting technology and configuration hassles. Prospects can view the material within Live Pitch (no software download required) or the sales rep can present materials over the phone or face-to-face. With ClearSlide, you can provide your sales teams with updated marketing content with one simple upload, which is then instantly distributed to the team. ClearSlide analytics can also be used to let managers see which of the slides a salesperson is actually using or spending the most time with, and which links prospects are clicking.

Highlights:

- Easily upload and update content with one click and maintain version control
- Content is tagged and organized, making it easy for the sales people to locate and access relevant content
- Sync all relevant content onto iPads and mobile phones
- Upload multiple file types or mass upload content storage services such as Box, Dropbox and Google Drive
- Gmail and Outlook plugins allow salespeople to track the recipient’s viewing behavior on an emailed link

To be aware of:

- No mobile app for the Live Pitch portal; users can only access the portal through a web browser
- No targeted functionality to reduce sales cycle, specifically to automate sales workflow processes such as email templates, proposal automation, electronic signatures and online contracts
- No integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

Docurated

What is it?

Docurated is a cloud-based document management solution that “sits on top of” and connects your organization’s content storage systems. Docurated connects and indexes all content (documents, spreadsheets, presentations, PDFs, and video files) that reside in local and shared drives, wikis and cloud storage services such as Box, Sharepoint, Salesforce and Google Drive. Its automatic indexing and search functionality lets users access any page or slide through the portal without actually opening the actual file or folder in Box, shared drives or local desktop.

Highlights:

- Aggregates your entire knowledge base for easy access – presentations, templates and documents can be indexed, searched for, shared and reused by employees in different locations
- All users are instantly notified of new and updated content that is added to Docurated, maintaining messaging consistency
- Users have instant access to all pages of content that are contextually relevant to that user specifically

To be aware of:

- Version control and content authoring must be diligently maintained and controlled as any user who has access to Docurated could reuse or add content
- Content cannot be accessed while users are offline
- No deep integration with Salesforce – Docurated reads and access content stored in Salesforce but does not make any updates to the CRM
- Limited dynamic content creation capabilities, and users are unable to automate the creation of personalized sales materials

Highspot

What is it?

Highspot is a sales engagement platform that aims to close the loop between marketing, sales and customers. Its platform is able to show users the specific content they need, depending on what is important to them. Sales reps can access collateral from within Salesforce, and send directly to prospects without having to leave the opportunity. Highspot provides flexible ways to present content to customers, and delivers real-time visibility into whether customers find the content engaging.

Highlights:

- Sales content is available within Salesforce opportunities, so reps have what is contextually relevant to a specific prospect
- Uses semantic search to narrow down content and applies data to content that is used and downloaded so only effective, relevant content is shared
- Send content through CRM so all prospect data and activities are automatically tracked
- Analytics track the performance of content throughout the sales cycle

To be aware of:

- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations
- Limited data source integration; Salesforce is the only CRM integration available while Box, Dropbox and Google Drive are supported for file sharing

iPresent

What is it?

iPresent is a sales engagement and presentation tool designed to help sales reps present effectively in client meetings with iPads. iPresent allows sales reps to share interactive, up-to-date presentations on iPads during client meetings. It stores and manages all resources in one place, regardless of file type, on mobile devices and tablets. Users can personalize presentation templates and save graphics on their own iPresent menus for later or frequent use. Its detailed analytics allow users to comment, rate and report on their own presentations as well as others, in order to find out what is working and what isn't.

Highlights:

- Marketing/admin users have full control over the collateral shared by sales teams and can live-update content at the touch of a button
- Interactive presentations, with the ability to draw and highlight directly on slides, gather data, broadcast onto multiple devices, and personalize PowerPoints right from the iPad or mobile device
- Gain powerful insight into collateral usage, including what is being viewed and by who, and what they think of it (using comments, ratings and reports).
- "Kiosk mode" allows users to lock their presentations to ensure that only the desired presentation is displayed
- Available on iPad, iPhone, Android, and Windows 8.1

To be aware of:

- Does not recommend content based on the context of a sales meeting or the preferences/behaviors of an individual user
- Does not allow users to pull together presentations and other content to create a custom, personalized presentation
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific sales situations
- User feedback (comments and reviews), encrypted storage and presenter/kiosk mode are unavailable on iPhone and Android

KnowledgeTree

What is it?

KnowledgeTree is a sales productivity platform that aims to get the right content to reps at the right time. KnowledgeTree uses best practice messaging to help users understand what messages work in different sales situations, so sales reps don't have to waste time building new messaging each time. KnowledgeTree's analytics are able to track prospect and team views and downloads, letting users know what is used and viewed most frequently. KnowledgeTree integrates with Salesforce, so users don't have to leave the Salesforce environment to access sales content.

Highlights:

- Allows users to see the most successful and accessed content for certain sales situations so they can deliver relevant content to prospects
- Analytics give insight into what messaging is used by top sales performers and streamlines the process by creating email templates that can be used across the organization
- See when a prospect views or downloads content
- Integrates with content tools (SharePoint, Salesforce Content, Box, and Dropbox), so your content can stay where it is
- Accessible directly from Salesforce, so leaving the opportunity is unnecessary and sales reps can save time searching for content

To be aware of:

- Allows for the integration of all content tools, but collateral still lives in multiple places, meaning there is still an abundance of decentralized content
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

MindMatrix

What is it?

MindMatrix is a sales and marketing automation tool that works to improve sales conversations. MindMatrix identifies the right leads for sales reps to reach out to, creates tasks for them, and recommends sales assets for sales reps to strengthen relationships with each prospect. MindMatrix's main platform AMP helps marketers with lead scoring, email marketing, website tracking, collateral creation, and more. It also helps marketing teams by allowing sales to find and customize marketing materials without needing help from the marketing team.

Highlights:

- Each salesperson has their own personalized portal armed with the tools they need to engage prospects and close more deals
- Build multiple types of collateral, which are template-based and can be personalized by image, color, persona and more
- Marketing has control over the assets sales can use but gives sales the opportunity to personalize them
- Strong analytics help companies understand which leads should be contacted and which content should be used for each lead

To be aware of:

- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

Qvidian

What is it?

Qvidian provides cloud-based sales execution solutions that enable companies to accelerate sales ramp-up time, capture new business in cross-sell and upsell opportunities and optimize sales performance. Qvidian provides automated sales execution solutions that allow salespeople to create proposals, RFP responses, presentations, and other sales documents. Qvidian's set of products include sales playbooks, sales analytics and proposal automation software. All products are integrated with Salesforce to track and measure sales performance, length of sales cycle, and proposal and document generation and usage.

Highlights:

- Integrated into Salesforce.com for more comprehensive insights within your dashboard
- Personalize sales proposals and RFPs, including an intuitive wizard for creating more sales documents
- Proposal Automation Software allows sales reps to automatically generate proposals and RFPs as well as sales presentations that contain content that mirrors the proposal.
- Includes workflow rules and approval to make sure the proposals and presentation content is consistent with the company's pricing and messaging
- Sales playbooks include onboarding and best practices sales methodologies with analytic capabilities to measure performance

To be aware of:

- No functionality for email templates or workflows
- No integration with CRM or marketing automation tools for lead targeting and analytics
- While playbooks can be used in all selling situations, content is not recommended contextually for every selling situation
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

SAVO

What is it?

SAVO provides technology and consulting services to companies to help align their marketing, sales and operations initiatives with their sales strategies. SAVO provides solutions that help companies with their rep onboarding, training, sales processes and opportunities. SAVO automates customer-centric presentations, RFP responses and proposals, and drives collaboration and team selling. Its suites of products include Sales Process Pro, CRM Opportunity Pro, Mobile Sales Pro, Sales Content Pro, Sales Presentation Pro and RFP & Proposal Pro. All SAVO solutions integrate with Salesforce, SAP, ORACLE and Microsoft Dynamics.

Highlights:

- Contextually recommends sales and marketing content, best practices, and activities based on the sales stages of your company's sales process
- Model your company's sales process and methodology in custom pages and playbooks
- Easily accessible via CRM, mobile, outlook, office and the web
- Products function as stand-alone options or can be integrated with other solutions

To be aware of:

- Must subscribe to SAVO in order to use the mobile app
- While playbooks can be used in all selling situations, content is not recommended contextually for every selling situation
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

Seismic

What is it?

Seismic is the leading end-to-end sales enablement solution that helps sales close more deals by delivering the right content at the right time on any device. By creating, customizing and analyzing sales materials with Seismic, users dramatically increase time spent selling and improve win rates. Seismic's LiveDocs™ allow users to create any presentation, spreadsheet or document that is automatically populated with data/content from all CRM and data systems. This ensures that all content and data is consistent, compliant, accurate, relevant, easily searchable and accessible by the sales team. Users can also create and share templates such as proposals, contracts, and assemble document packages to share with clients and customers, as well as create sales rep onboarding packages and product and customer training documents. Seismic allows all users to find only the content they need for a specific sales opportunity, and see how that content is performing with prospects. Admin users also have valuable insights to what content sales users are accessing and sharing, so sales organizations know what's working and what isn't.

Highlights:

- Integrates with Microsoft Office, Salesforce, and other real-time data systems and data and keeps all content consistent, timely and relevant
- LiveDocs™ allow marketing to automate content creation, while sales reps are able to automatically update collateral with client-specific details through Salesforce and other data sources
- Sales reps spend less time preparing and more time selling with LiveShare, which allows them to share on the fly to show a prospect any presentation
- LiveSend feature allows sales reps to see when and how prospects interact with any videos, presentations or reports they send, and marketing teams can see how often and how effectively the collateral they create is being used by sales rep
- Contextual tagging and indexing functionality makes it easy for sales reps to find only what they need for a specific selling situation, and can save their "favorite" content
- Easily access content on the platform through Web browsers, via mobile and tablet on iOS and Windows environments, and from the Salesforce1 environment

To be aware of:

- Must subscribe to Seismic in order to use the iOS and Windows apps

Showpad

What is it?

Showpad is a mobile sales acceleration platform that delivers contextual content to sales teams or channel partners on any device. The service makes it possible to provide sales reps, partners and customers with the right information in any format and gives insights and analytics on how a customer responds to the information shared. Showpad allows users to pull reports on that sales content with usage analytics.

Highlights:

- Upload, manage and publish sales content on mobile devices
- Powerful search and simple navigation to get to the “right” content in a few taps
- “Showcase” functionality allows users to brand and personalize content for the end recipient on-the-go
- Pull reports and learn what content is being used in the field; export data to create customized reports
- Integrates with Salesforce, Box, Dropbox, Google Drive, and more

To be aware of:

- Limited data source integration; Salesforce is the only CRM integration available
- Search functionality is not robust, and can potentially create difficulties when searching for content in large and/or growing libraries
- Content is not contextually provided to sales reps based on their specific selling situation or buyer stage
- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations

Skura

What is it?

Skura is a mobile-first sales enablement solution that enables sales and marketing executives to engage with customers across all channels and devices –from a single platform – providing accountability and measurement across the entire sales cycle. It uses predictive analytics to recommend the most ideal sales approach and monitor sales content engagement. Skura's SFX platform allows sales reps to present anything (PDF, PowerPoint, video, Keynote, etc.) anywhere (face to face, online, over mobile) on any platform. Skura gives marketing the ability to control branding and messaging while still giving sales reps customized and localized content.

Highlights:

- Advanced analytics for monitoring of content engagement, both by sales reps and content recipients (who is looking at what and when)
- Maximizes adoption and delivery of content by allowing marketing to create and control content while still engaging sales with customized content
- Predictive selling capabilities recommend the right sales approach: what the message should be, when and through what channel sales reps should relay it, and how frequently this client should be contacted
- Gives insights into rep performance by assessing rep best practices, what is working and what isn't, and which behaviors leading reps are displaying

To be aware of:

- Limited dynamic content creation and personalization capabilities; users still must manually update and personalize content for specific situations
- Users are unable to pull together customized presentations from existing content in Skura

TinderBox

What is it?

TinderBox is a cloud-based content library that allows users to securely access and generate proposals and presentations. TinderBox is a sales document generation solution for enterprises that integrates with Box and Salesforce. The integration enables users quickly build sales documents and generate sales proposals and automatically archiving electronically signed proposals and contracts.

Highlights:

- Contains pre-built templates for sales documents and proposals
- Generates quotes and proposals in Salesforce and create automated workflows around it until the opportunity closes.
- Capture electronic signatures, track changes with redlining and modify before sending to recipients
- Rich tracking and analytic capabilities for all your assets
- Sends notifications when content is updated

To be aware of:

- Does not support tagging or folder capabilities, meaning content is not provided to sales reps contextually at a specific buyer stage
- No integration with marketing automation tools for lead targeting or lead analytics
- Generates quotes and proposals from Salesforce but it does not update any CRM data
- Does not support any training capabilities

WittyParrot

What is it?

WittyParrot is a delivery platform that allows employees to easily search and share content using its Drag-and-Drop functionality. WittyParrot is a widget that sits on the user's desktop and captures all content stored in portals, file and storage systems and website and indexes then it uses "wits" to enable users to access and share the information. Users can drag-and-drop content into any email, webpage or social media platform to share with anyone and track usage, relevance and productivity with a single, streamlined solution.

Highlights:

- Cloud platform updates in real time
- Compatible with most mobile operating systems
- Discover and capture relevant information that is valuable to consumers
- Quickly locate content, drag-and-drop into an email or sales document
- Can also be useful for legal purposes, human resources and customer service functions and departments

To be aware of:

- Does not integrate with your CRM system, leaving a disconnect between content and sales prospects
- No integration with marketing automation tools with regards to lead generation campaign information or lead assignment to the sales team.
- Does not suggest relevant content based on a specific sales context
- Limited dynamic content creation and personalization capabilities for end users

Final Thoughts

The field of sales enablement is still growing and being redefined every day. In order for sales enablement to be successful, companies need to clearly communicate its roles and responsibilities to the rest of the company, break down the walls between departments, and develop a team that works across traditional organizational boundaries and reporting levels. Seismic views sales enablement as an end-to-end practice that requires a holistic approach to planning, executing and delivering assets, education, technology and information to all client-facing employees.

We're witnessing a software arms race. The problem is that very few solutions can cover all six components of an end-to-end sales enablement strategy, and many companies end up purchasing a number of add-on solutions and hope that they all integrate and work together. This can be risky, as smaller, more niche vendors may be acquired or even go under, and you're left questioning your investments. Two or three years from now, you want to make sure you evaluated solutions based on their ability to provide an end-to-end sales enablement strategy, not by their ability to solve the singular problem your company may be currently having. Companies that figure out how to properly evaluate, implement and execute their sales enablement strategy using one of the solutions above will spend more time in front of customers, sell more effectively and increase marketing productivity. Your company can play a critical role in what it means to achieve sales team success.