

Quick Start Guide to Buyer Enablement

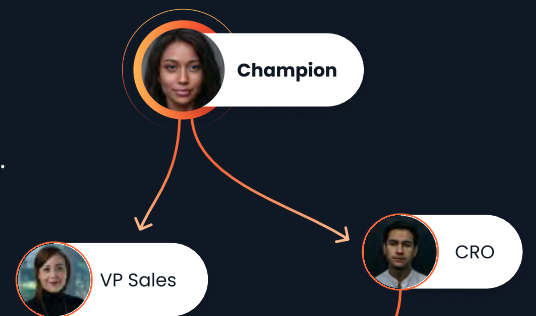


Buyer enablement is the only way forward for sales. The process of buying enterprise software has become slow, frustrating, and broken, but it doesn't have to be. Adopting a buyer enablement strategy starts by changing from a sales-centric strategy to one that focuses on the buyer's journey.

Follow these three phases to get your buyer enablement effort off the ground.

Phase 1: Assemble the Team

- Designate your buyer enablement project lead.
- Select the focus for the program. Choose one product, target segment, and sales team to act as the pilot program.
- Define metrics to track.
- Train the team on buyer enablement fundamentals, specifically equipping internal champions.



Phase 2: Map Your Typical Buying Group

- Analyze the buying groups for won deals by persona. Take note of the buying stages they were involved in, champion profile, FAQs, and common objections.
- Make a one-sheet for each persona that details their common role at the organization, tasks required of them to complete the purchase, and content for the champion to engage with these personas.
- Map out the steps in a typical buying process.

Phase 3: Implement as You go

- Review existing content that matches the personas and buying stages previously outlined in Phase 2.
- Determine content gaps and plan how to fill those gaps.
- Start building and using the content right away.
- Use software designed to enable buyers, such as interactive demos.
- Iterate and revise content as you find new gaps.

