

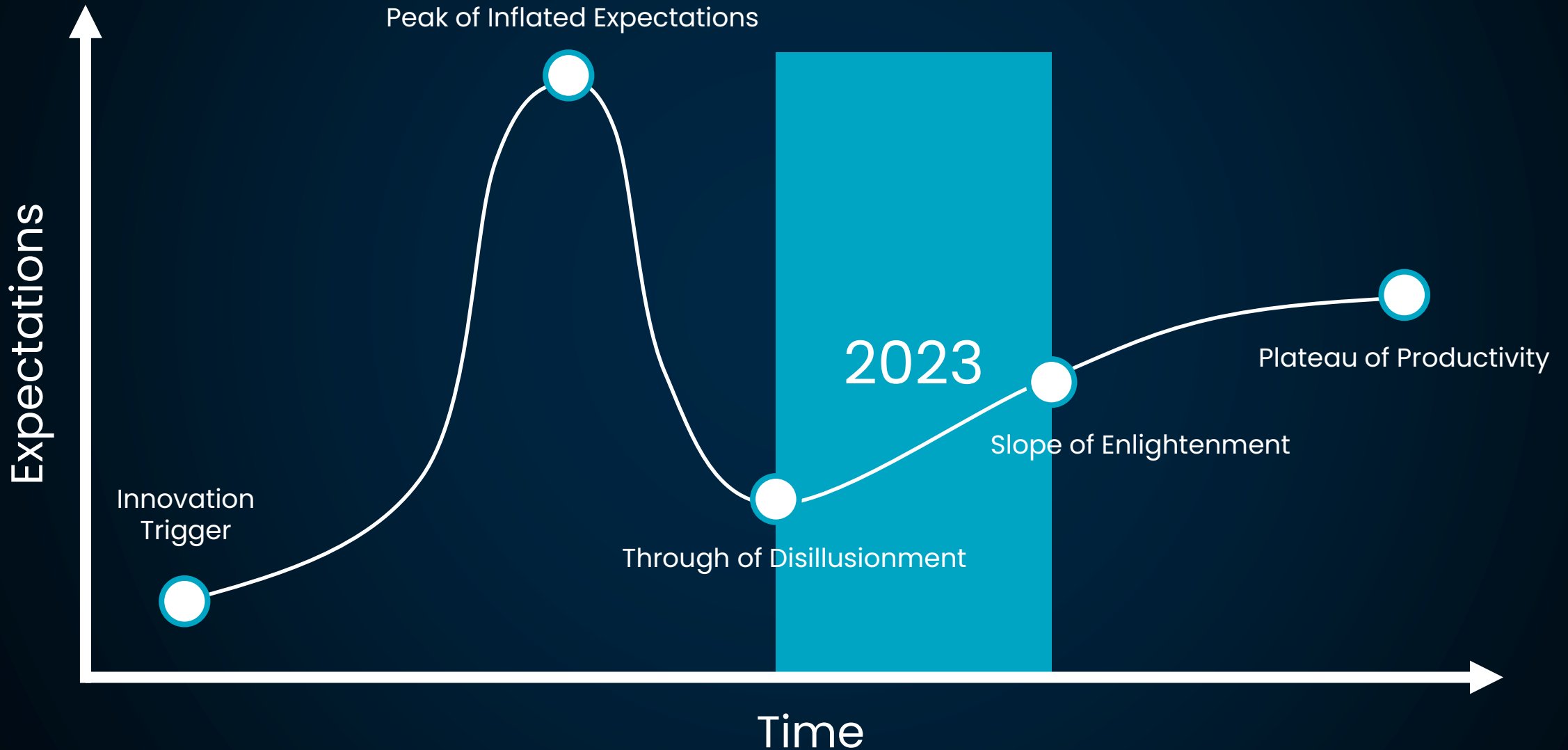


The Building Blocks
of Sales Enablement
powered by FFWB™

7 Steps to Maximizing Enablement's Business Impact

with Mike Kunkle and Felix Krueger

The Enablement Hype Cycle





Felix Krueger • 1st

Chief Enablement Officer @ FFWD | Sales Enablement C...

1mo •



If you work in Enablement, chances are that 2023 will be your most successful year, yet.

...see more

Which Sales Enablement topic do you want to master in 2023? (The winning topic will be featured in a free webinar in January)

The author can see how you vote. [Learn more](#)

Stakeholder Management	20%
Sales Onboarding	10%
Sales Methodology	14%
Business Impact	56%

125 votes • Poll closed


Goal for this Session:

**Equip you with the knowledge
and tools you need to maximize
the business impact of your
Sales Enablement function...**

***...and fast-forward your
Enablement career!***



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\$398MM

Accretive revenue increase in one year from final project completion



Enterprise



Public



BFSI



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+11%

Average profitability per sales rep in 4 months



Mid-Market



Private



Manufacturing



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+47%

Per sales rep in 9 months



SMB



Private



SaaS



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About Mike & Felix



Mike Kunkle



Felix Krueger



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Step 1

Understand Your Sales Enablement Maturity Level



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Sales Enablement Maturity Levels

None	Random	Informal	Formal	Adaptive
<p>No enablement</p> <p>“Leave them alone and let them sell.”</p>	<p>Highly reactive</p> <p>Priorities based on the latest issue on the horizon</p> <p>Impact is pure luck</p>	<p>Some structure</p> <p>Partly data-driven</p> <p>Highly reactive</p> <p>Limited impact</p>	<p>Sales Enablement Building Blocks with a charter</p> <p>Cross-functional collaboration</p> <p>Systems thinking</p> <p>Strategic, structured, scalable</p> <p>Data-driven</p> <p>Significant impact</p>	<p>Formal maturity and performance consulting practices</p> <p>Data-driven and diagnostic-based</p> <p>Continuous focus on improving sales performance</p>



POLL

**What is your
organization's
maturity level?**



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Step 2

Understand and Engage Your Stakeholders



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The Bricks in the Wall

To Be Enabled	Collaborators	Senior Executive Sponsor
Sales Development	Marketing	CEO
Inside Sales	Sales Ops / Rev Ops	CRO
Field Sales	Finance	VP of Sales
Account Management	Legal	
	HR	
	Training	
	IT	
	Customer Success	

Note: These may or may not be accurate for your organization.



Step 3

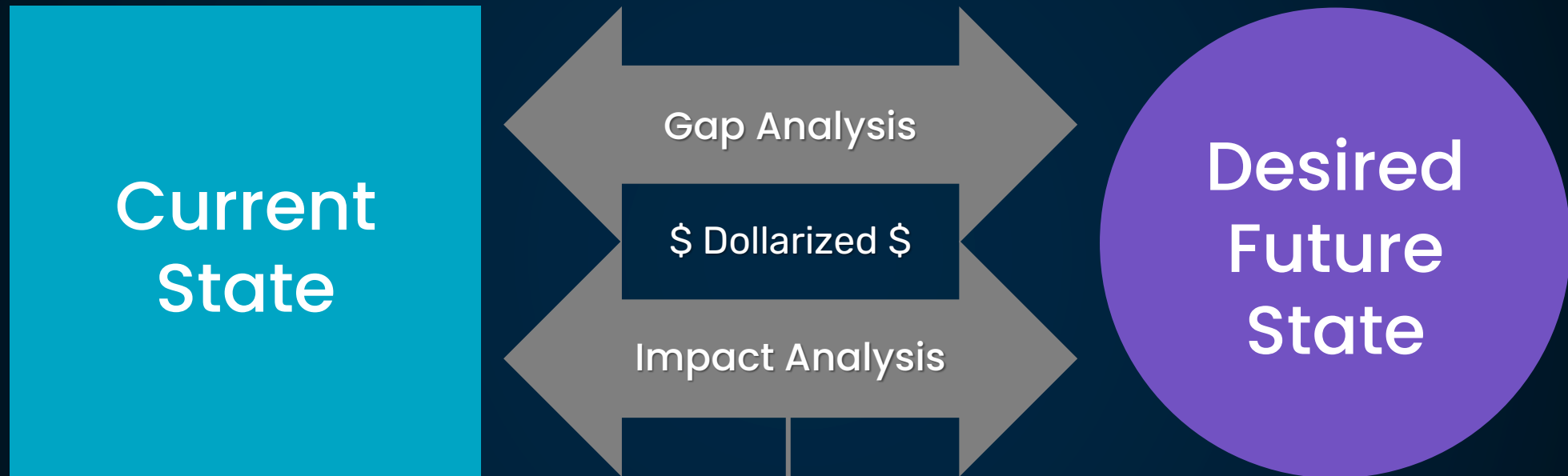
**Articulate the Starting Point
and the Destination of Your
Enablement Journey**



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Situation Assessment with COIN-OP

COIN-OP: Challenges, Opportunities, Impacts, Needs, Outcomes, Priorities



C O

I

ROI

(Gains - Costs)

N

O P

Step 4

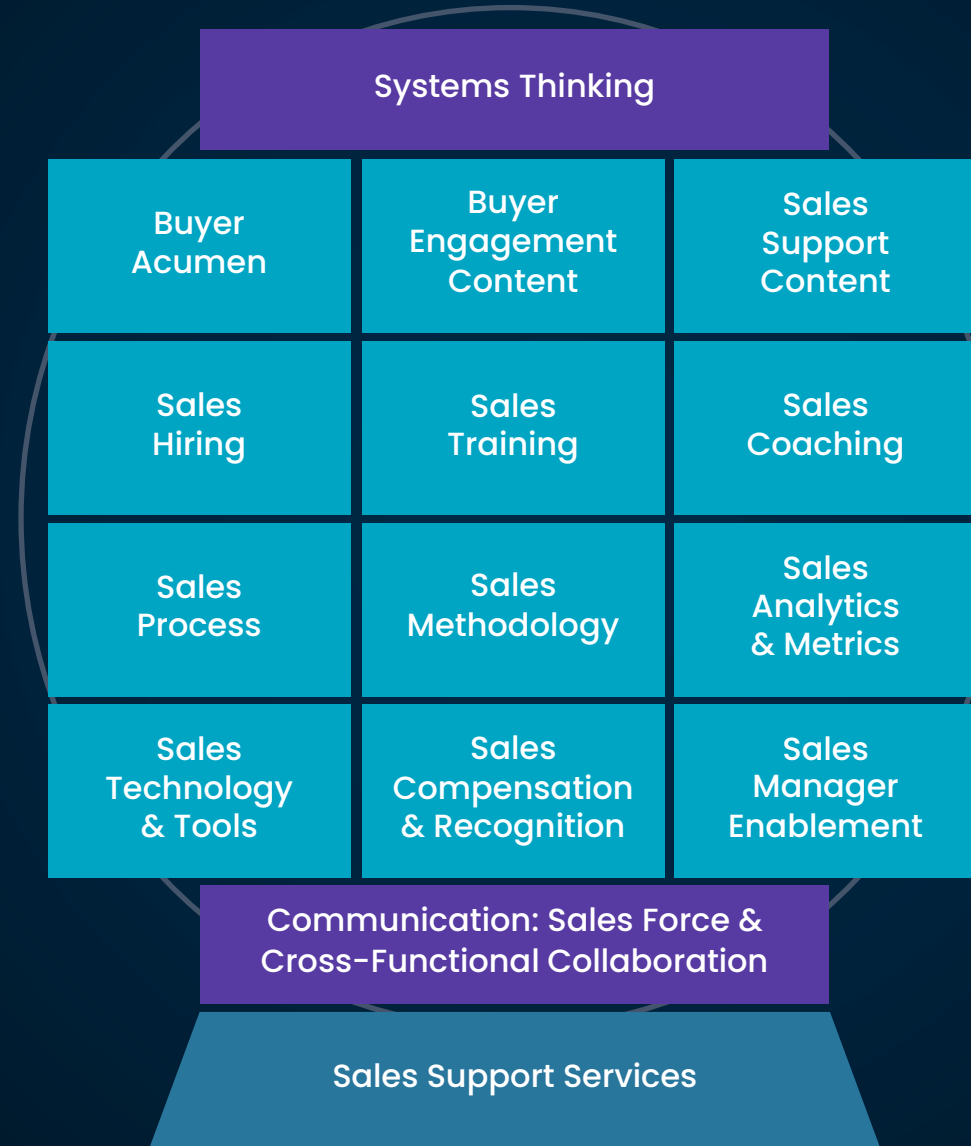
**Understand the Sales
Performance Levers
Available to Reach Your
Destination**



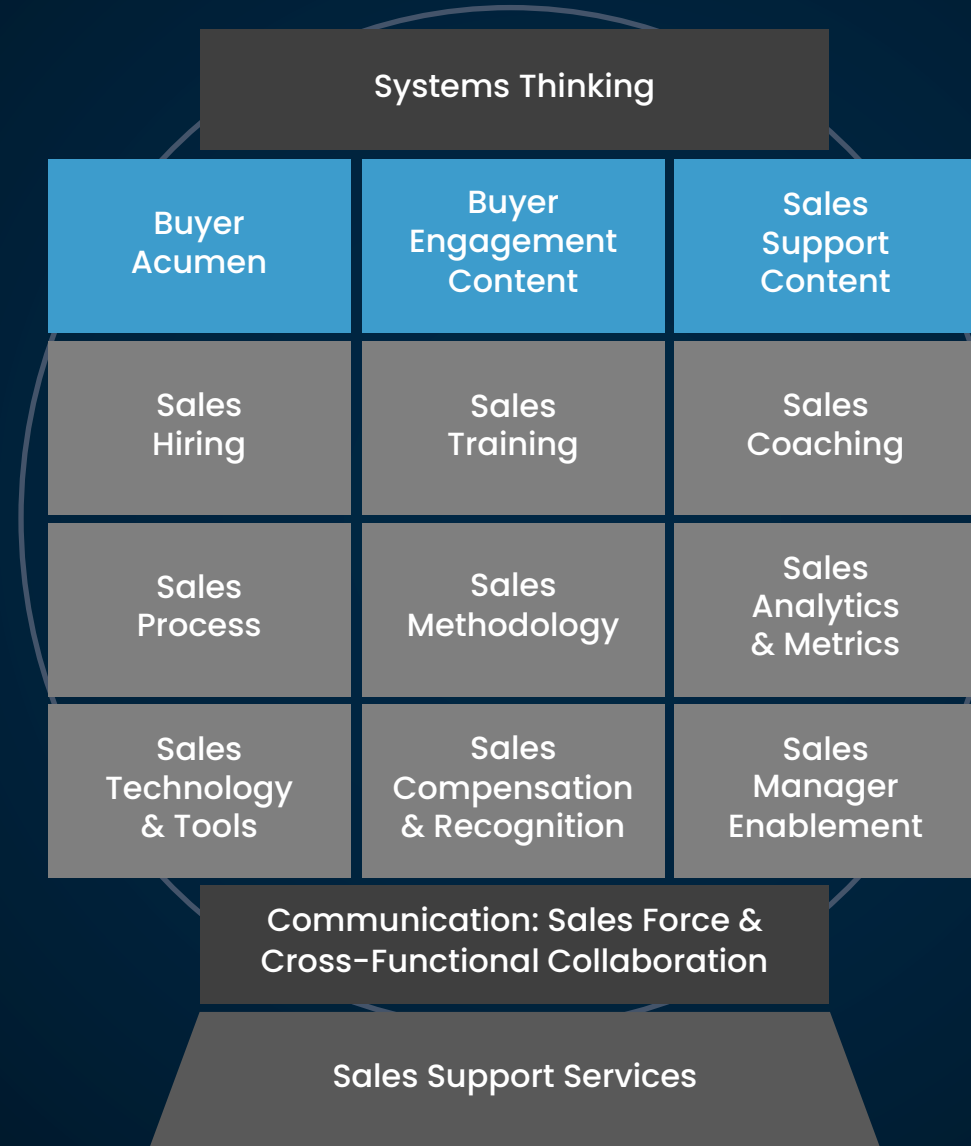
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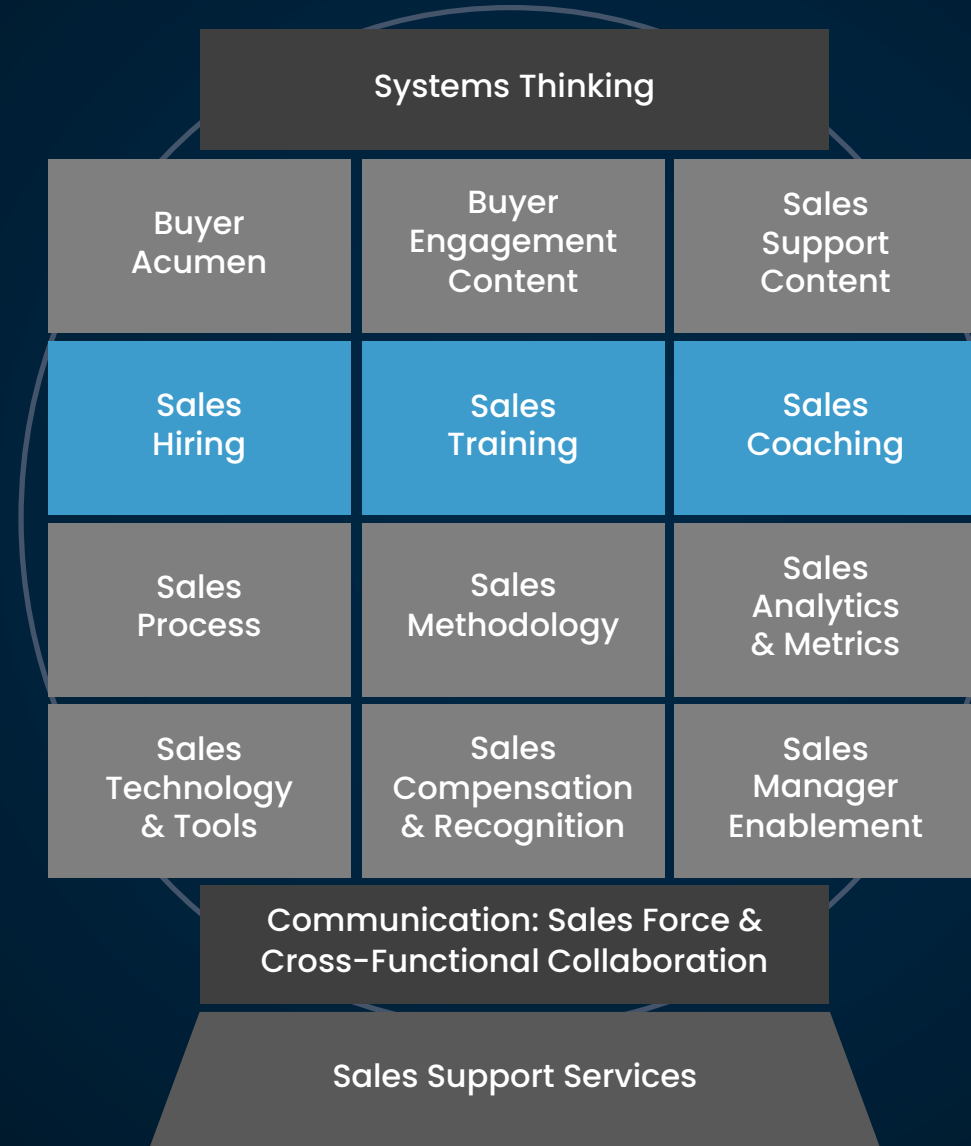
The Building Blocks of Sales Enablement



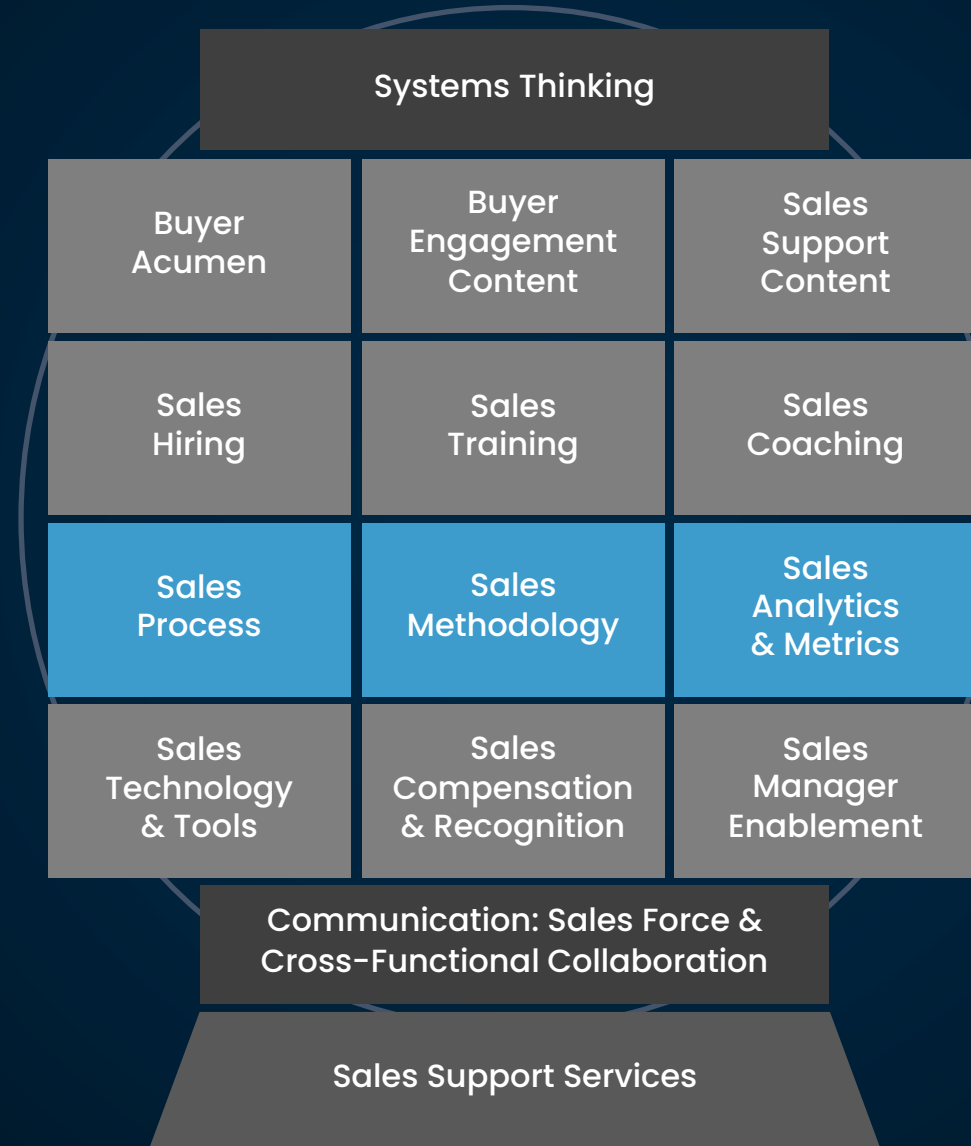
The Building Blocks of Sales Enablement



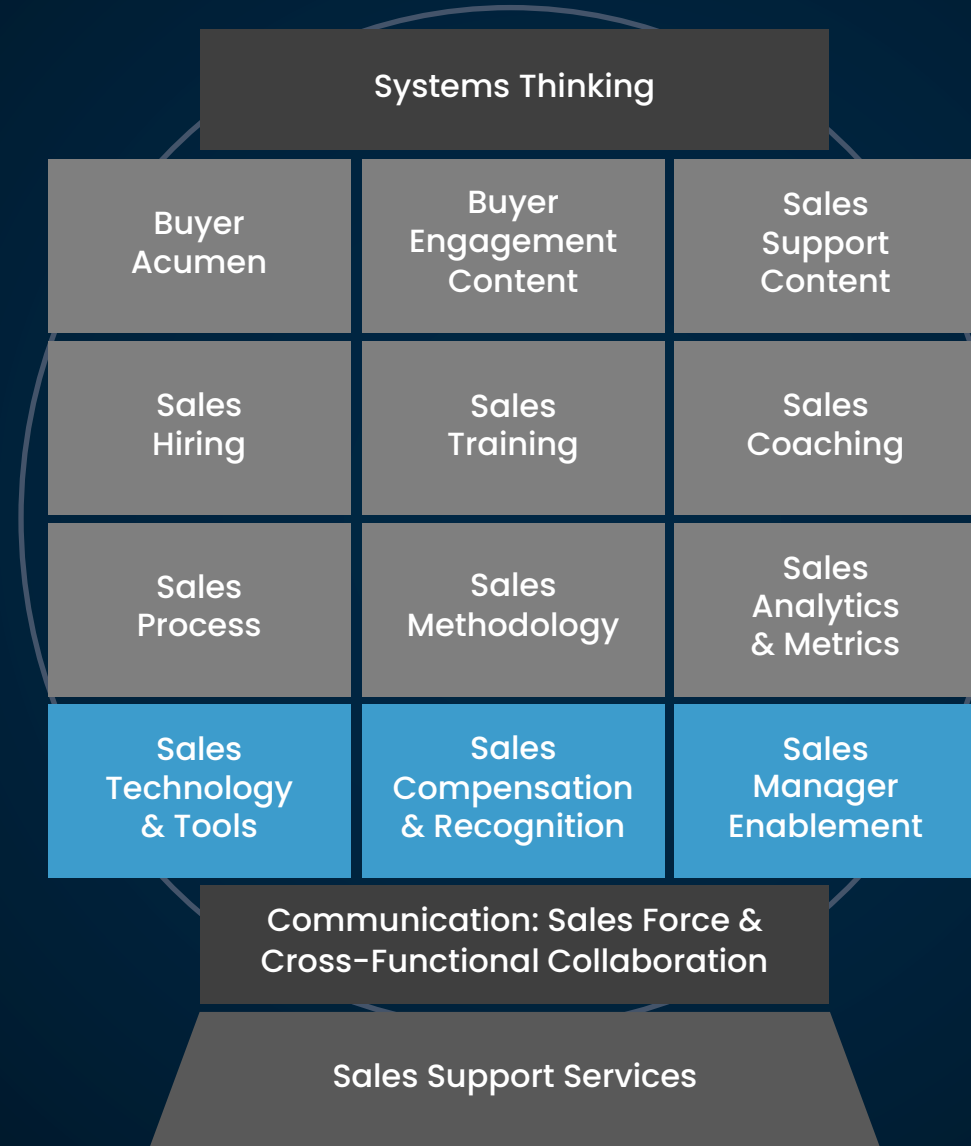
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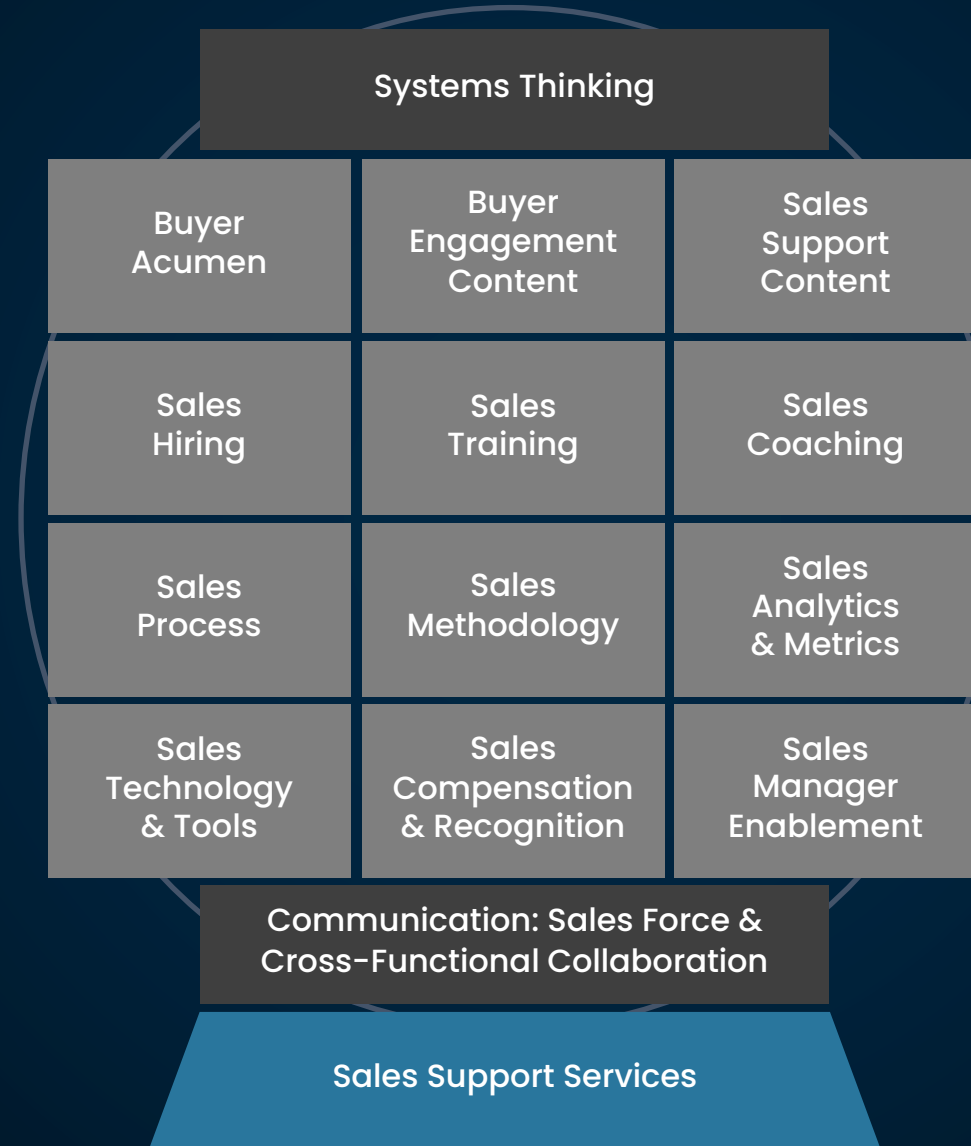
The Building Blocks of Sales Enablement



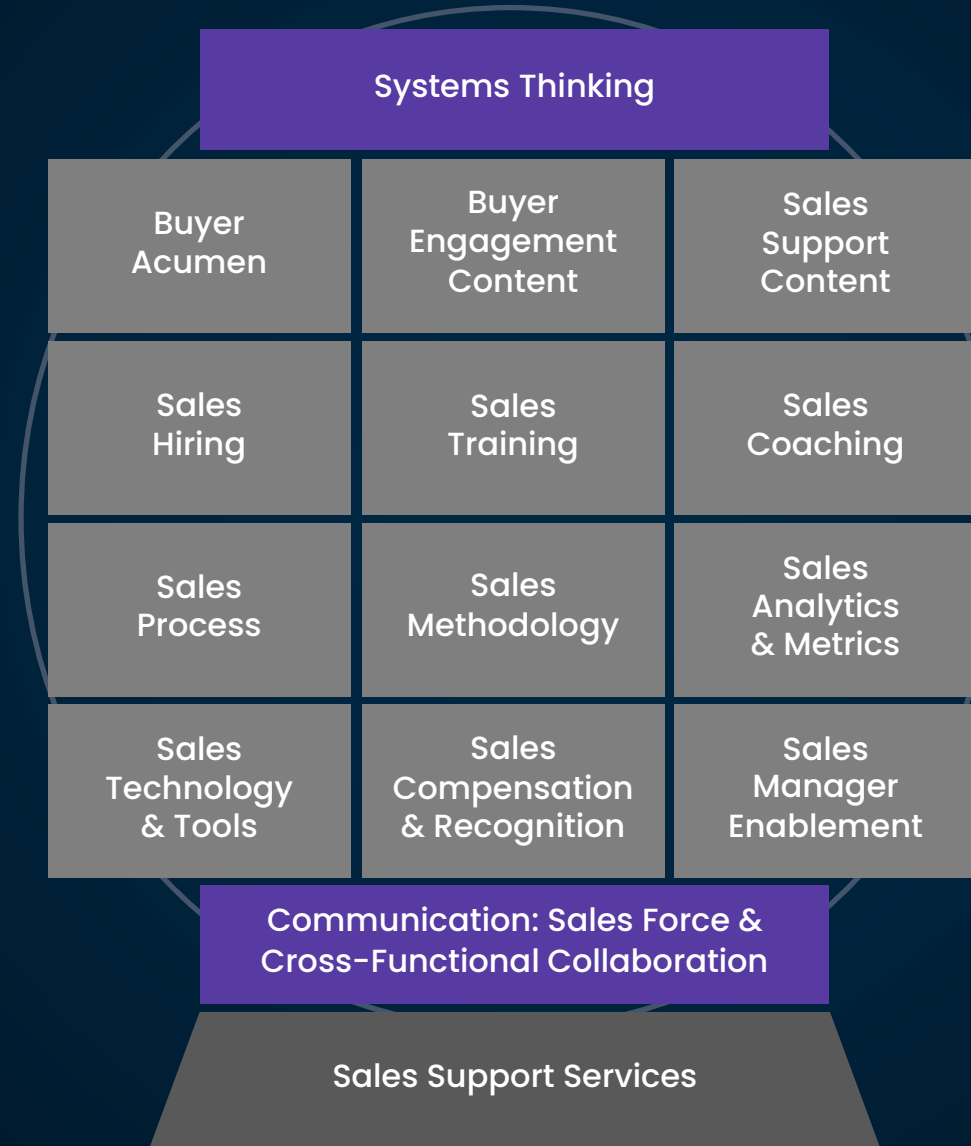
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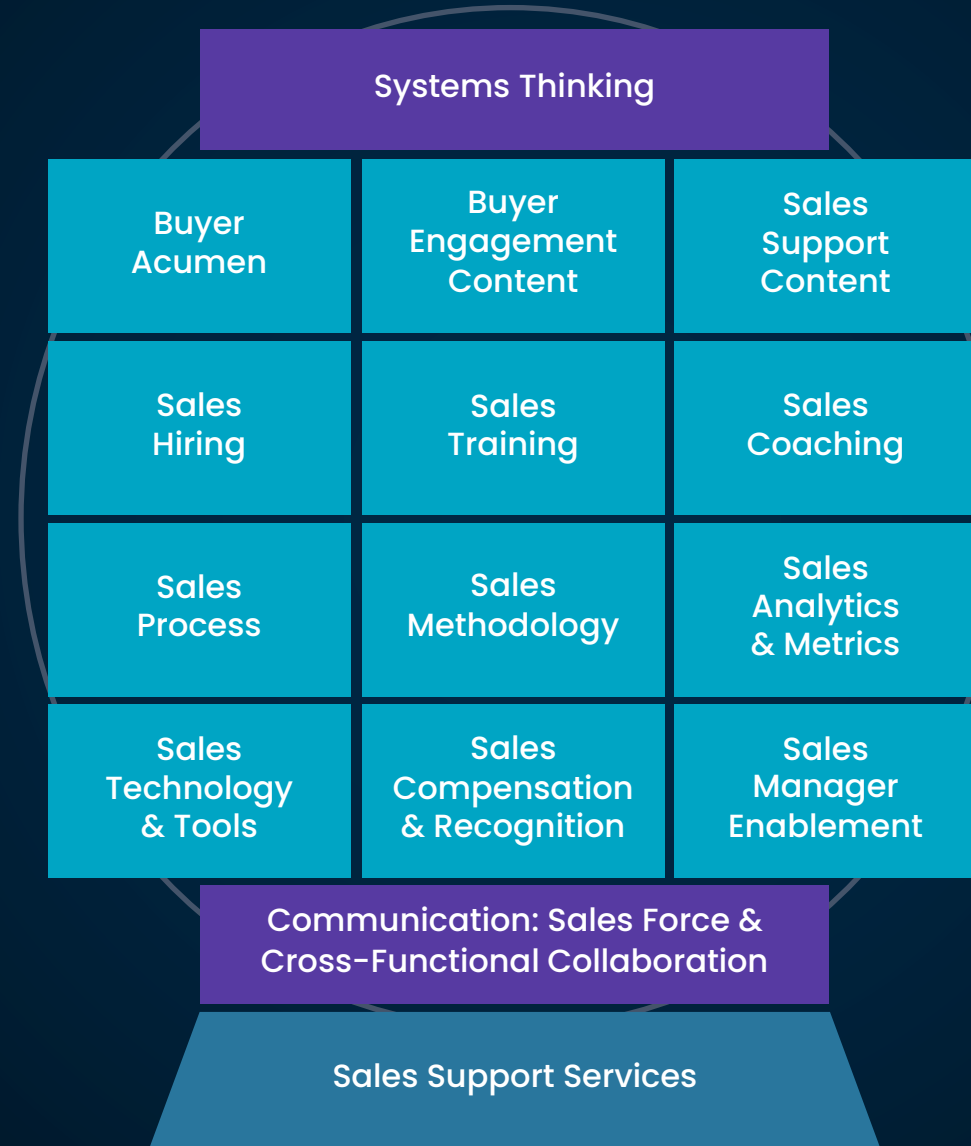
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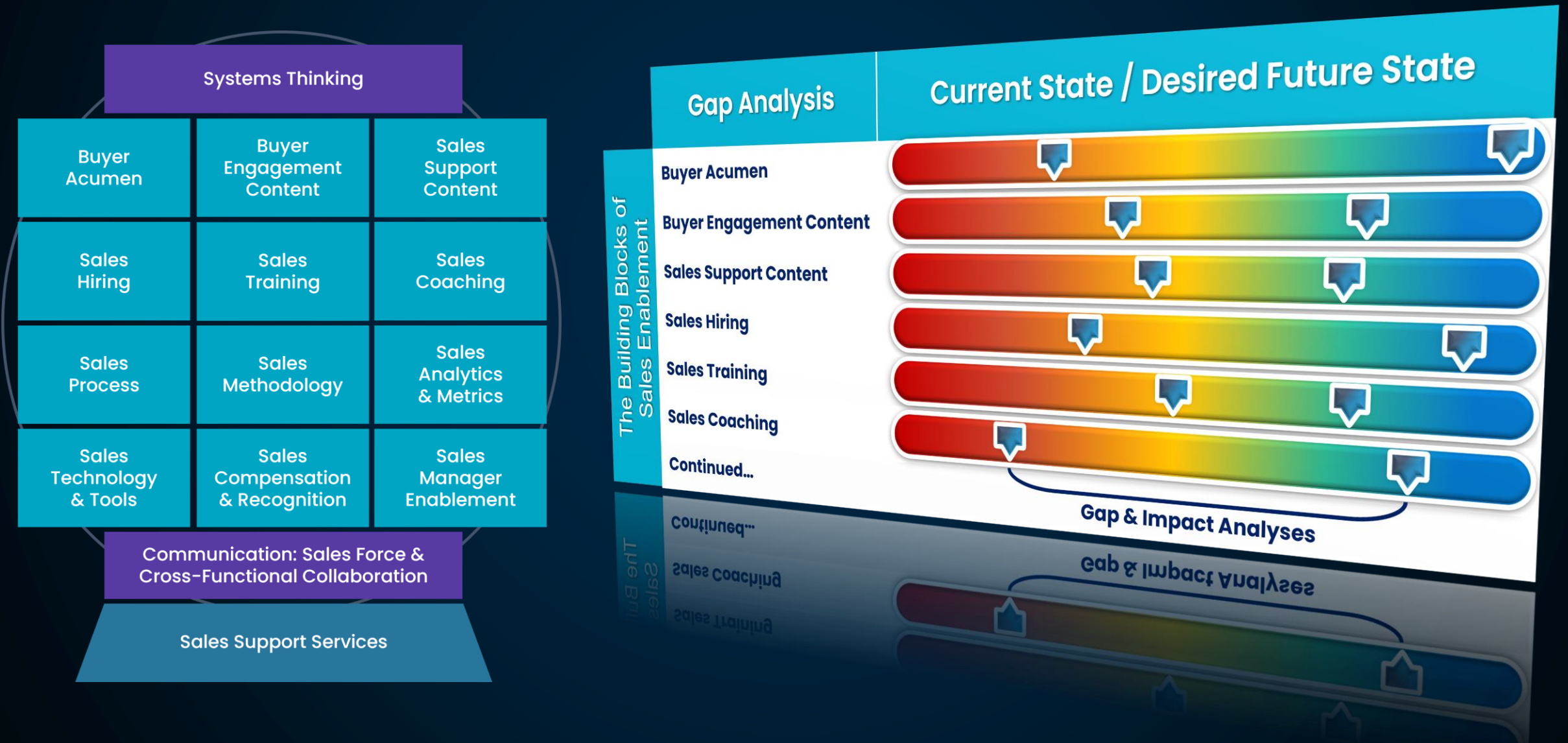
The Building Blocks of Sales Enablement



The Building Blocks of Sales Enablement



GAP ANALYSIS: Rate the Blocks Against Your Situation Assessment



GAP ANALYSIS: Rate the Blocks Against Your Situation Assessment

Systems Thinking

Gap Analysis

Current State / Desired Future State

**To Achieve
Leaderships'
Strategic, Prioritized
Outcomes:**

- What is GEFN? (Continue)
- What Needs to Improve?
- What Needs to Start?
- What Should You Stop?

Communication: Sales Force & Cross-Functional Collaboration

Sales Support Services

Gap & Impact Analyses

gap & impact analyses

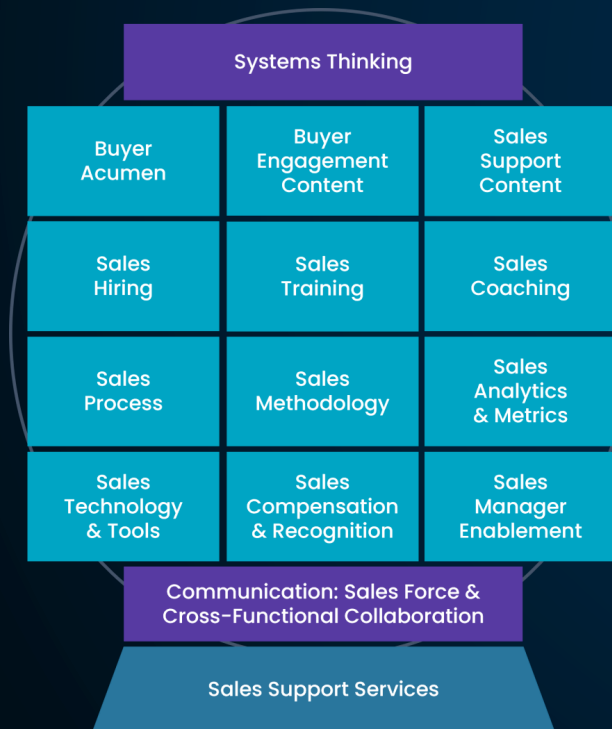
continued...

sales coaching

sales training

POLL

How many building blocks do you currently cover in your enablement program?



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POLL

**Have you aligned your
blocks to your leaders'
strategic, prioritized
outcomes?**



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Step 5

Align Your Stakeholders with a Sales Enablement Charter



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Charter Elements

Why	Why are you starting or evolving your Sales Enablement function?
What	How will you define Sales Enablement? <ul style="list-style-type: none">▪ If starting, where will you start? If evolving, what will you change or add?▪ What roles will you support? (AE, AM, SDR, BDM, Sales Engineer, FLSM, Channel Partner, other?)▪ Which building blocks will you support?▪ What issues or performance problems will you address?▪ What outcomes will you deliver?
Who	Who is going to do what? <ul style="list-style-type: none">▪ Where/to whom will this function report?▪ With whom (what other functions/leaders) will you collaborate?
How	How will this work be done and to what level? <ul style="list-style-type: none">▪ How will the work or desired outcomes be prioritized and measured?▪ How will you collaborate and communicate with your internal partners and report results?



Charter Elements

Why

Why are you starting or evolving your Sales Enablement function?

How will you define Sales Enablement?

Ensure that your leadership teams' strategic, prioritized objectives & outcomes are covered in your Sales Enablement Charter

How

How will this work be done and to what level?

- How will the work or desired outcomes be prioritized and measured?
- How will you collaborate and communicate with your internal partners and report results?



POLL

**Does your
business have a
sales enablement
charter?**



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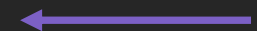
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Step 6

Analyze the Forces Impacting the Sales Performance Levers



Force Field Analysis

	Current State		Desired Future State (SMART Goals/Outcomes)	
Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight



Force Field Analysis

Current State	Desired Future State (SMART Goals/Outcomes)
Ties to the Situation	Assessment with COIN-OP

Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight


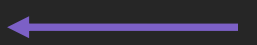
Force Field Analysis

From Your Situation Assessment and Blocks Ratings

Sources of Forces	Current State		Desired Future State (SMART Goals/Outcomes)	
	Weight	Driving Forces 	 Restraining Forces	Weight
Situation Assessment (Gap/Impact)				
Buyer Acumen				
Buyer Engagement Content				
Sales Analytics and Metrics				
[Continued]				


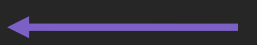
Tip: You can consolidate this analysis, as above, but it's harder to keep organized. Consider using one sheet per Source.

Force Field Analysis

	Current State		Desired Future State (SMART Goals/Outcomes)	
Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight
Situation Assessment (Gap/Impact)				
Buyer Acumen				
Buyer Engagement Content				
Sales Analytics and Metrics				
[Continued]				

The more authentic and detailed these factors are, the more effective your analysis and plans will be.

Force Field Analysis

	Current State		Desired Future State (SMART Goals/Outcomes)	
Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight
Situation Assessment (Gap/Impact)				
Buyer Acumen				
Buyer Engagement Content				
Sales Analytics and Metrics				
[Continued]				

The more authentic and detailed these factors are, the more effective your analysis and plans will be.



Force Field Analysis

An Oversimplified Example

		Current State		Desired Future State (SMART Goals/Outcomes)	
		Underperformed on new business development by 28%. New product launch scheduled in 2 months. Retention rates dropped by 7% in Q4. [Etc.]		Achieve 15% higher NBD quota in 2023. Reach \$30MM with new product by end of Q2. Reverse churn by end of Q1. [Etc.]	
Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight	
Situation Assessment (Gap/Impact)	4	Demand gen campaign is...	FLSMs say they do not have time to coach...	5	
Buyer Acumen	4	Economic pressure on DMs for product X	New personas required for new product...	4	
Buyer Engagement Content	3	Collateral updated for NBD for current...	Exit criteria is not ready for new product...	4	
Sales Analytics and Metrics	3	Historical analysis shows focus area of...	RevOps has new report packages early...	3	
[Continued]		Etc.	Etc.		

NOTE: In reality, you would likely have multiple Driving and Restraining Forces for each Source, with various Weights.

Force Field Analysis

Key Point:

The goal here is to link the Situation Assessment, your Building Blocks Ratings, and your Force Field Analysis, which tees up Action Planning.

So
Situation Asses
Buyer
Sales

(Forces/Outcomes)

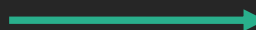
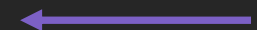
Q2.	
Forces	Weight
coach...	5
uct...	4
uct...	4
arly...	3

Step 7

Specify Initiatives to Leverage the Sales Performance Levers



Force Field Analysis Action Plan

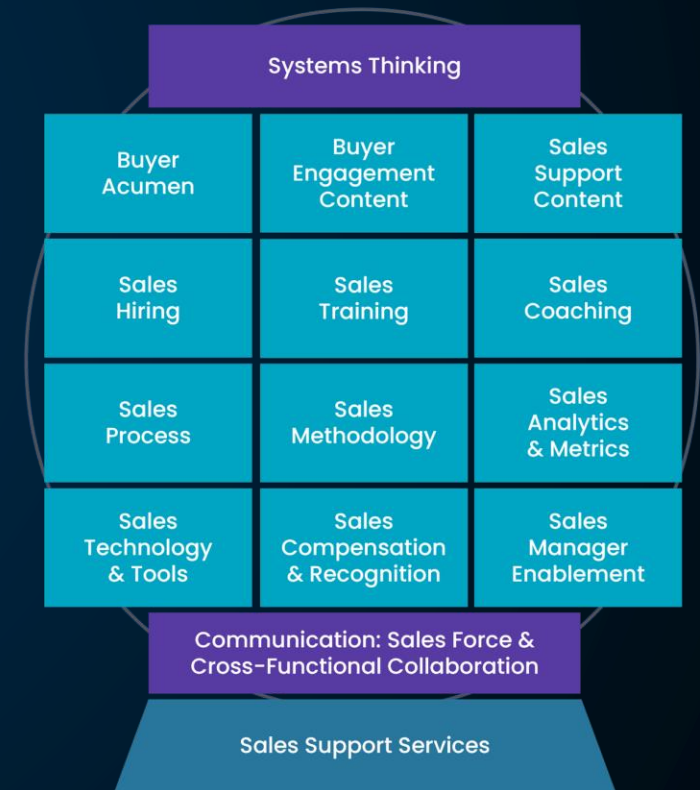
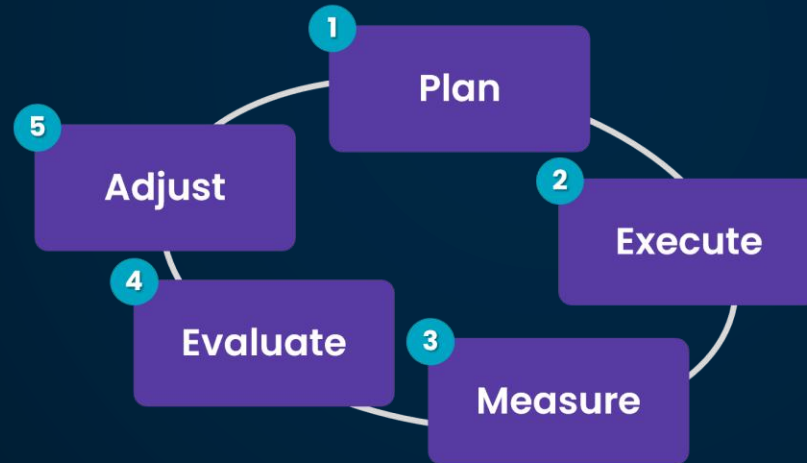
Current State		Desired Future State (SMART Goals/Outcomes)		
Sources of Forces	Weight	Driving Forces 	 Restraining Forces	Weight
		How can I strengthen or add Driving Forces?	How can I reduce or eliminate Restraining Forces?	
ACTION PLAN				
	Who	Does What	With Whom	How

Create and Run Multi-Phased Plans

ACTION PLAN				
Who	Does What	With Whom	How	By When



- Phase 1
- Phase 2
- Phase 3
- Etc.



Create and Run Multi-Phased Plans

Key Point:

Now it's a matter of executing with focus and discipline.

An average strategy with extraordinary execution beats a world-class strategy bumbled.

Who

- Ph
- Ph
- Ph
- Etc

Sales Support Content

Sales Coaching

Sales Analytics & Metrics

Sales Manager Enablement

Force & Cross-Functional Collaboration

Sales Support Services

Create and Run Multi-Phased Plans

Key Point:

This is where **Systems Thinking** comes in, to execute effectively to deliver repeatable, replicable, scalable, and predictable results.

Who

- Ph
- Ph
- Ph
- Etc

Sales Support Content

Sales Coaching

Sales Analytics & Metrics

Sales Manager Enablement

Force & Cross-Functional Collaboration

Sales Support Services

Recap

Step 1 - Understand your sales enablement maturity levels

Step 2 - Map your stakeholder environment

Step 3 - Articulate the starting point and the destination of your enablement journey

Step 4 - Understand the performance levers available to reach your destination

Step 5 - Align your stakeholders with a sales enablement charter

Step 6 - Analyze the forces impacting sales performance levers

Step 7 - Specify initiatives to leverage sales performance levers



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Recap

Situation Assessment
Building Blocks Rating
Force Field Analysis
Multi-Phased Plans

Step 1 - Understand your sales enablement maturity levels

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Step 6 - Analyze the forces impacting sales performance levers

Step 7 - Specify initiatives to leverage sales performance levers

All tied to the COIN-OP and especially
Outcomes & Priorities of the Executive
Team and Senior Sales Leader.



Recap

Situation Assessment
Building Blocks Rating
Force Field Analysis
Multi-Phased Plans

Step 1 - Understand your sales enablement maturity levels

Step 2 - Map your stakeholder environment

Step 3 - Articulate the starting point and the destination of your enablement journey

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Step 7 - Specify initiatives to leverage sales performance levers

BUSINESS IMPACT!



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8 Keys to Execution Success

**Performance
Lever Mastery**

**Systems
Thinking**

Focus

**Stakeholder
Management**

Communication

Measurement

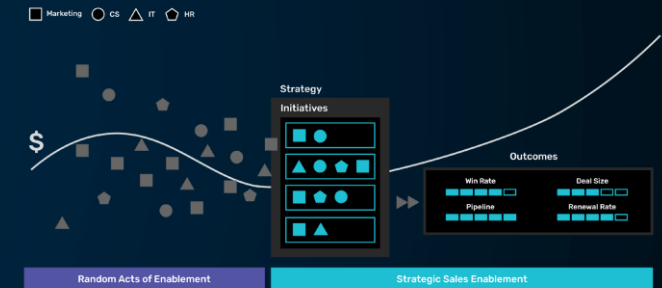
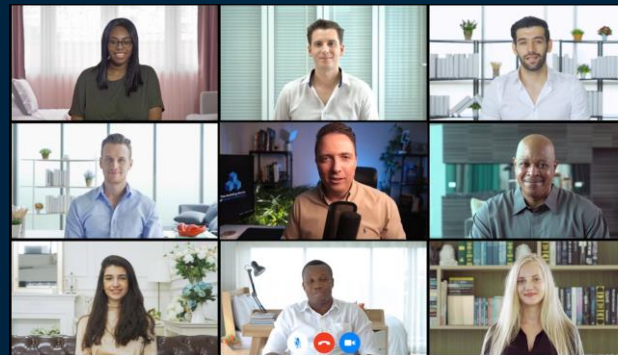
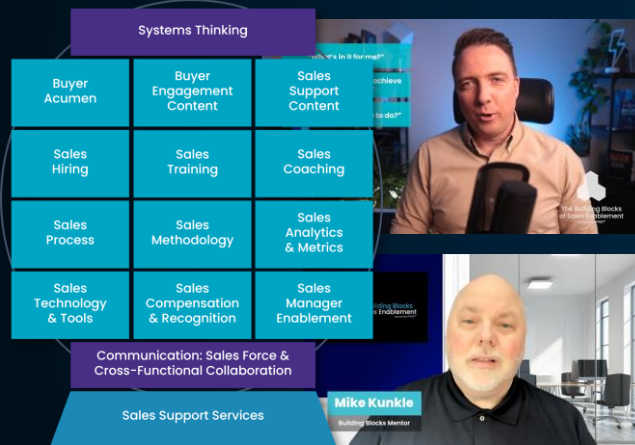
**Change
Management**

Coaching



The Building Blocks of Sales Enablement

A learning experience designed to fast-track your journey to Sales Enablement mastery and business impact.



Learn

Gain the knowledge required for Sales Enablement mastery

with +4 hours of video content, curated resources, quizzes

Collaborate

Receive expert guidance and learn with other Enablers

with group coaching calls and access to a growing community

Implement

Implement a high-impact Enablement approach

with dedicated video lessons, templates, and expert guidance



"Imagine being able to pick the brains of both Felix Krueger AND Mike Kunkle! Seriously, if you want to make an investment in you and your career, consider joining us! After one group coaching call, my mind is swimming, yet have a starting point and can continue to get coaching each week to discuss progress!"

STEVE SHOREY

GLOBAL SALES ENABLEMENT LEADER AT THALES DIGITAL IDENTITY & SECURITY



"I am absolutely in love with all the supportive content, fun quizzes, and on-demand videos! My amazing mentors, massive thank you for the opportunity to learn from the best professionals in the field and for these high-quality, handy materials which helped me to understand where I am at right now and what my action plan is!"

TETIANA VEREITINA

SALES DEMO ENGINEER AT RALLYWARE



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Individual Membership



+4h Video Content

Learn proven best practices with bite-sized video lessons at your own pace



Weekly Group Coaching

Understand where to focus, navigate stakeholder management, translate learnings into the context of your organization



Cheat Sheets

Internalize what you've learned and reference it easily



Templates

Translate the concepts taught into the context of your organization



BONUS: 1-on-1 Coaching Kick-off

Clarify your goals and receive direction on how to leverage the tools at your disposal

Total Value: ~~+\$9,000/year~~

Price: \$1,695/year

7/10 Spots Available In February

Next 2 Members: \$1,272/year
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Enablement Impact Guarantee

Q&A



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Thanks for joining!



Mike Kunkle



Felix Krueger