



VENTANA RESEARCH

Sales Enablement Optimization Workshop

Workshop Services

Ventana Research offers a client-tailored Sales Enablement Optimization Workshop across all expertise and topic areas. Our workshop consists of a thorough and collaborative preparation and review with precise recommendations and methods on the optimal selling experience for an effective sales enablement strategy across your sales qualification and pipeline selling processes to competitively differentiate yourself in the market through an interactive expert-led workshop.



Alignment

Is the sales enablement strategy sufficiently aligned to your selling experience, buyer's needs, and full revenue potential within your organization?



Relevance

Is your sales enablement strategy incorporated into your sales processes to interact with buyers and customers in a unique and differentiated manner?



Impact

Is your sales enablement strategy providing your sales organization the most effective methods to convert buyers and help sellers reach their pipeline and booking goals?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for sales enablement strategy optimization to guide sales improvements and ensure optimal results. The workshop will provide alignment to the best possible sales enablement strategy along with how to use it to gain confidence in your sales organization, and even partners, to reach your ultimate revenue targets. Clarity and differentiation in your sales enablement strategy is critical to gain the best possible confidence within your sales organization and improve the level of trust earned from your buyers and customers based on your sales efforts.

Deliverables

- Actionable guidance on an effective sales enablement strategy and plan.
- A blueprint and framework for sales enablement strategy optimization.
 - Creation of customized materials to ensure workshop goals are met.
- Preparation and follow up fine-tuning strategy sessions tailored to the client.
 - A full-day workshop leading and collaborating with your team.

Benefits

- Optimized strategy to gain buyer confidence and increase engagement.
- Reduced time and resources to establish and optimize sales enablement.
- Increase trust from sellers in a compelling and differentiated approach.