



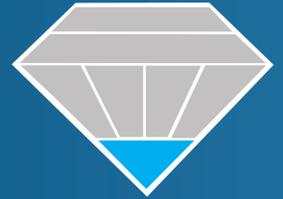
1 Customer

“Which statement best describes the role of the customer’s path in your sales enablement approach and strategy?”

Please select the one answer that best describes the situation in your organization.

- We focus sales enablement on the salespeople’s needs only. The customer’s path doesn’t play a big role.
- Customers are a consideration. However, our sales enablement activities are primarily driven by functions and centered around products.
- All our enablement services are tailored along the customer’s path. The internal processes from marketing to sales to service are integrated and purposefully aligned to the customer’s path.
- All our enablement services are tailored along the customer’s path. The internal processes from marketing to sales to service are actually derived from the customer’s path, and the main purpose is to create an outstanding customer experience to drive sustainable results.

2a Strategy, Charter



Which statement best describes how sales enablement priorities are set within your company?

Please select the one answer that best describes the situation in your organization.

- We generally treat sales enablement initiatives as one-off projects.
- We have an informal vision of what sales enablement should look like and that influences the types of enablement projects we take on.
- We have a formal vision, strategy and charter for what sales enablement has to look like that determines the types of enablement projects we take on.
- We have a formal sales enablement charter that covers vision/strategy, enablement services, road-map, and success metrics, and we track it regularly.





2b Sponsorship

Which statement best describes how your enablement initiative is supported in your organization?

Please select the one answer that best describes the situation in your organization.

- There is no executive sponsorship for sales enablement. Our mainly tactical initiatives are led on a departmental level.
- We have an executive sponsor representing one function who is primarily focused on the interests of their function.
- We have a group of senior executive sponsors who support our strategic sales enablement approach.
- We have a group of senior executive sponsors based on a broader enablement advisory board structure that supports and governs our strategic sales enablement approach.

3 Target Audience



Which statement best describes the audience you provide sales enablement services for?

Please select the one answer that best describes the situation in your organization.

- We don't have a defined target audience.
- We provide enablement services primarily for our salespeople.
- We provide enablement services primarily for our salespeople and their managers, in some cases also for service roles.
- We provide enablement services for all customer-facing roles and their managers. That includes also service professionals and their managers.





4a Enablement Services

Which statement best describes the nature of the enablement services you provide for your audience?

Please select the one answer that best describes the situation in your organization.

- We provide what's needed, triggered by sales' requests, created by various departments.
- We provide either training or content services with the attempt to optimize this domain and make it consistent and effective.
- We provide aligned or integrated content, training and coaching services based on a comprehensive value messaging approach covering the customer's path.
- We provide aligned or integrated content, training and coaching services based on a comprehensive value messaging approach with a specific focus on creating an outstanding customer experience throughout the entire customer's path.

4b Enablement Services: Training



Which statement best describes how you design and create your training services?

Please select the one answer that best describes the situation in your organization.

- We create what's needed based on our internal customers' requests.
- We only focus on skills, methods and process training, based on our sales leader's request. Product training is owned elsewhere.
- We orchestrate all sales training efforts that target our sales force to ensure its effectiveness and consistency. Therefore, we closely collaborate with training/L&D, marketing and product management, and HR.
- We orchestrate all sales training efforts that target our customer-facing personnel to ensure its effectiveness, consistency and CX focus. Therefore, we closely collaborate with training/L&D, marketing and product management, and HR.





4c Enablement Services: Content

Which statement best describes how you design and create your content services?

Please select the one answer that best describes the situation in your organization.

- We create what's needed based on our internal customers' requests.
- We only focus on internal content such as guidelines and playbooks, we also tailor content from marketing or product management. Customer-facing content is owned by marketing.
- We orchestrate all content services (customer-facing content and internal enablement content) to ensure its effectiveness and consistency. Therefore, we closely collaborate with all content contributors such as e.g., marketing, product management, sales operations and legal.
- We orchestrate all content services (customer-facing content and internal enablement content) to ensure its effectiveness and consistency with a specific focus on supporting our CX goals as well. Therefore, we closely collaborate with all content contributors such as e.g., marketing, product management, service, sales operations and legal.

4d Enablement Services: Coaching



Which statement best describes how you design and create your coaching services?

Please select the one answer that best describes the situation in your organization.

- Coaching is left up to the individual manager.
- We only provide training services for sales managers to develop coaching skills.
- We orchestrate all coaching services for sales managers to ensure that these services are based on a formal coaching approach that drives adoption and reinforcement of our initial enablement efforts for salespeople.
- We orchestrate all coaching services for sales and service managers to ensure that these services are based on a formal coaching approach. This coaching approach is closely connected to our enablement approach to drive adoption and reinforcement of our initial enablement efforts for salespeople and service personnel.





5 Formalized Collaboration

Which statement best applies to your enablement team's collaboration approach across functions within your company?

Please select the one answer that best describes the situation in your organization.

- We don't collaborate across function.**
- We collaborate on a random or ad-hoc basis; no formal collaboration mechanisms in place.**
- We have an informal collaboration model to produce and manage our enablement services.**
- We have a formal collaboration model to produce and manage enablement services and measure collaboration efficiency and effectiveness.**

6 Integrated Technology



Which statement best describes how you leverage enablement technology in your organization?

Please select the one answer that best describes the situation in your organization.

- We use existing point solutions that are implemented by various departments.**
- We use point solutions, provide mobile access, and try to integrate the solutions into the workflow.**
- We consider the CRM as the anchor for all enablement technologies, and we integrate e.g., enablement content solutions, learning and coaching solutions into the CRM.**
- We consider the CRM as the anchor for all enablement technologies, and we integrate e.g., enablement content solutions, learning and coaching solutions into the CRM. In addition, we leverage AI in all our solutions.**





7a Efficient Enablement Production Process

Which statement best describes how you organize and manage your enablement function in the background?

Please select the one answer that best describes the situation in your organization.

- We don't have anything called enablement operations, we run enablement in a project manner.
- We have e.g., an existing product launch process that we use to guide our enablement efforts.
- We have a defined enablement production process that defines the steps to produce a certain enablement service, based on the collaboration model.
- We have a defined enablement production process that defines the steps to produce a certain enablement service, based on the collaboration model. The process is adaptive and allows us to make adjustments quickly.

7b Enablement Metrics



Which statement best describes how you measure the impact of your enablement efforts?

Please select the one answer that best describes the situation in your organization.

- We measure the enablement projects with usual project management metrics.
- We focus on measuring milestones and productivity metrics such as e.g., available selling time.
- We measure productivity and also performance, and we also distinguish between leading and lagging indicators.
- We measure productivity and also performance, and we also distinguish between leading and lagging indicators, and we have developed methods that measure the ROI of our enablement investments.





7c Enablement Advisory Board

Which statement best describes how your enablement efforts are governed?

Please select the one answer that best describes the situation in your organization.

- Our enablement efforts are not governed, we run enablement in a project manner.
- We informally spot check our enablement efforts.
- We have set up an enablement advisory board, led by our senior executive sponsors, and our charter is the living foundation of the advisory board.
- We have set up an enablement advisory board, led by our senior executive sponsors from various departments, and our charter is the living foundation of the advisory board with a strong focus on customer experience.

The highest number indicates the result, to see your result advance to the next pages.

Random Score

Organized Score

Scalable Score

Adaptive Score



Most points in “random maturity level”

Your answers indicate that your organization is currently at a random maturity level. At this level, sales enablement does not yet exist as function or initiative. However, there may be plenty of enablement services available, but different functions are pushing enablement services to the sales force without knowing (or sometimes even caring) about the services other functions are providing in parallel. As a result, these enablement services may be designed “to help sales to sell,” but they are usually not consistent nor aligned to one another, creating more confusion than value. Initiatives have an ad-hoc character and are often managed like projects instead of as a sustained effort. When sales challenges remain unsolved, the pain experienced at the random level often gives birth to a more formal enablement approach because sales leaders recognize the need to address them in new ways.

Let’s talk about your next steps!

Most points in “organized maturity level”

At the organized maturity level, enablement exists but is narrowly defined, with a lot more structure than the random approach. Usually, efforts are focused on one enablement domain, such as content, training or coaching services. This focus domain is analyzed, assessed, organized, structured, managed and optimized for salespeople. As an example, if the content domain is tackled first, content inventories are created and assessed, then new content is defined and existing content is either redefined, improved or retired. Redundant or irrelevant content is also removed.

As challenges in one domain are solved, productivity increases, as does transparency. This transparency makes all remaining gaps and inconsistencies even more visible. Those inconsistencies can exist between content and training services or in the alignment to the customer’s path. In some cases, alignment to the customer’s path may be missing altogether. This transparency drives many organizations to evolve their enablement discipline to the next level.

Let’s talk about your current challenges!



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Most points in “scalable maturity level”

Congratulations! You have already achieved a very sophisticated level of sales enablement that should impact your performance results significantly. The scalable maturity level takes enablement from a single, structured domain to an integrated and strategic approach that covers all main enablement services, such as content, training, coaching and tools, and consistently makes the customer’s path the primary design point. To make this leap, the organized approach needs to be replaced with a defined vision and enablement charter that is developed with and approved by the most relevant senior executives. All enablement services are aligned to each other and to the customer’s path to ensure consistency and effectiveness. Sales managers are an equally important target audience, and coaching services are designed to drive adoption and reinforcement across the sales force. Finally, scalability requires the organization to implement collaboration and production processes to create an enablement platform that can easily respond to changing buyer behaviors and business needs and allow the organization to measure the business impact of enablement.

Let’s talk about your best practices!

Most points in “adaptive maturity level”

Congratulations! You are a rock star! Enablement at the adaptive level describes a completely customer-centric, learning eco-system and network-oriented organization that builds on a highly skilled sales force and develops the adaptive competencies for all customer-facing professionals and their managers along the entire customer’s path. The level of ambition here is to build an agile organization that can quickly and appropriately adapt to changed customer behaviors at any time. Metrics to measure success cover leading and lagging indicators, customer metrics and internal KPIs along the entire customer’s path.

Let’s talk about your enablement secrets!



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