



SALES ENABLEMENT PROGRAMME

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

The heart of sales enablement is the people. As a sales enablement professional, how do you ensure that the sales team has the right business-essential competencies to achieve their business goals? One of the key problems that keeps sales enablement professionals awake at night is how to create an environment that enables the sales force to successfully meet its targets and goals.



WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Leverage explore, identify, and customize business-essential competencies for members of the sales ecosystem.
- Customize and use a competency assessment tool to determine competency gaps.
- Use a systems approach to define, design, develop, deploy, manage, and measure sales talent development solutions with agility.
- Screen and select sales talent, including trainers and coaches, who fit best with the overall strategy of the enablement program.
- Conduct formative and summative evaluation of sales enablement solutions, and use the results for continuous improvement of these solutions.
- Measure the business impact of sales enablement solutions.

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

FEE

USD2,150 per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT inclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.

WHAT YOU WILL LEARN

Module 1: Introduction to Sales Enablement

- What is Sales Enablement?
- Who Manages Sales Enablement?
- Sales Enablement Challenges

Module 2: Building a Sales Enablement Plan

- Sales Enablement Goal – Lead Conversion, Opportunity Creation, Deals Closed, Upsell and Retention Rates
- Sales Enablement Processes
- Sales Enablement Technology

Module 3: Sales Enablement Collaboration

- Sales Enablement Training
- Sales Enablement Best Practices

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.