## The Capability-Driven Sales Enablement Organization

SALES ENABLEMENT CHARTER

Sales enablement's charter is to equip every seller with the skills, knowledge, processes, and tools to maximize sales performance.

CAPABILITIES

Skills	Knowledge	Process	Tools
How to sell	What to sell (information and content)	Steps and tasks needed to perform	Platform for onboarding, product training, and coaching
Scope: Sales skills, competency model	Scope: Product sheets, case studies, battle cards,	Scope: Sales process	Scope: Enablement tools selection and administration

PRODUCTION PROCESS

Create formal and informal (micro) learning offerings to enable skills, knowledge, process, and tools for your sellers.

Create

Use data, feedback, and benchmarking to allow iterative improvements and refinements over time.

Refine

Measure

Deliver learning offerings through a blend of high impact training modalities such as (virtual) instructorled training, bootcamps, elearning, knowledgebase, and social network tools.

Systematically measure and analyze sales enablement capabilities to gain insights allowing for data-driven decision making. Regularly update leadership with KPIs and recommended actions.

ORGANIZATION CHART



