

The Capability-Driven Sales Enablement Organization

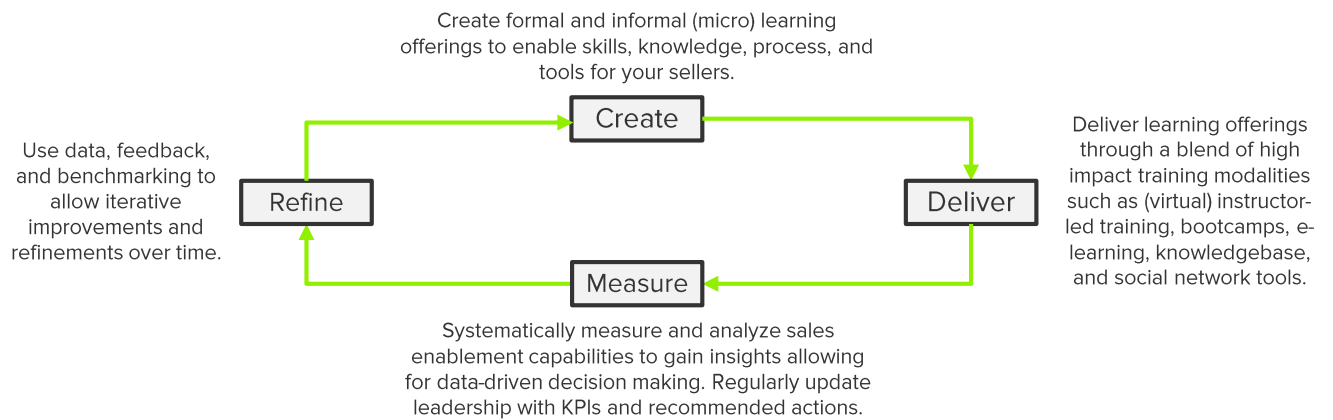
SALES ENABLEMENT CHARTER

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



ORGANIZATION CHART

