enablix

The Ultimate Guide To Sales Enablement Insights

A Sales Enablement tool delivers value - but only if marketers and sales enablers drive adoption and prospect engagement, and make the right content investments. In this guide, we discuss how valuable insights help enablers make winning bets and affect change.

If you are considering a sales enablement platform or simply curious about improving sales processes with enablement insights, read along.

What's In This Guide?

Is Sales Engaging With Content?

It may sound obvious, but successful enablement starts with engagement. If sales reps aren't accessing, using, and sharing the most up-to-date content, enablement fails. And failed enablement means - lost delas, slow pipeline, and mis-aligned sales & marketing teams.

If sales users find value in the content enablement process, you will likely translate that value to prospects, buyers, and customers. Reps are more likely to find and share the right content with their prospects and not bug marketing and enablement teams with content requests. Plus, reps can quickly and accurately respond to their prospect's needs, increasing their likelihood of winning business.

Four questions to ask yourself -

1. Are reps using the content library?
2. Where are reps accessing content?
3. How do reps engage with content ?
4. Are reps using other platform features?

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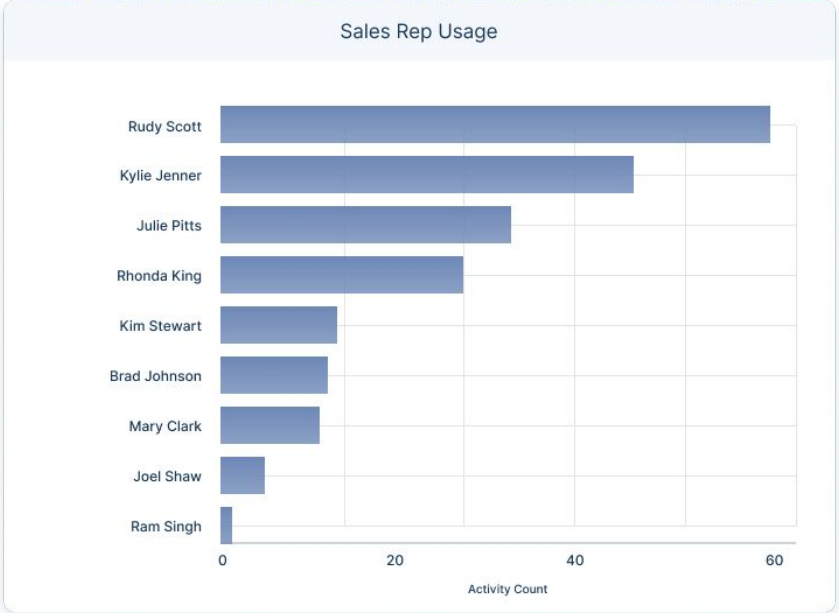
Are reps using the content library?



"Having a snapshot of how frequently your reps engage with your content can provide a lot of insight about who your content champions are throughout your organization."

- Director of Marketing

Highlights

- Avg sales cycle and the pipeline velocity will determine how frequently reps use the library. Sales teams with shorter sales cycles use the library quite often. And those with longer sales cycles tend to use it infrequently.
- Don't be surprised if you see a direct correlation between high-performing sales reps and their usage of the content library.
- When you have reps with low or no usage, treat it as a training opportunity. Have a highly-engaged rep share how they benefit from using the library.

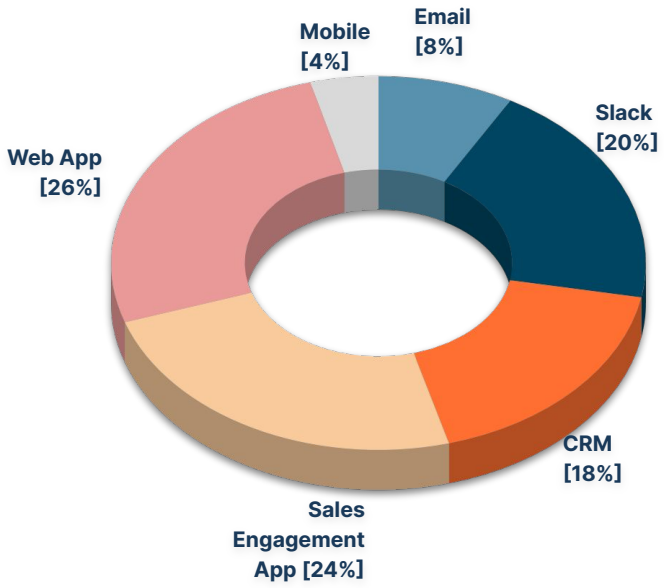
Variations

- Track engagement by different sales roles. For e.g., SDRs will exhibit different engagement patterns than AE.
- For accurate comparison, you should look within a sales team cohort. E.g., by geography, market specialization.
- Track frequency and total numbers to make sure there is a healthy balance.

Blind Spots

- Expect spikes in engagement close to major milestones like New Rep, Sales Kick-Off, Product Launch, Brand Refresh. Take these milestones into account when gauging engagement.

Where are reps accessing content?



"Account executives and SDRs has different preferences on where they communicate with prospects. We cannot ask reps to leave their workflow to adopt a new content tool."

- VP of Sales

Highlights

- Give reps access to content where they work. For internal communications, Slack or Teams are the ideal channel. For sharing with prospects, reps prefer the CRM channel.
- SDRs are more likely to access content from Sales Engagement Apps. AEs from CRM. Or Email.
- Are your reps prospecting on LinkedIn? If they are, give them access through a browser plugin.

Variations

- Track channel engagement by business roles to compare what channels are popular.
- Differentiate between push notifications (on Slack/Teams/Email/CRM) vs. pull behavior.

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- Reps may not be aware of all the options that exist to access the content. Don't settle on a one-time onboarding event. Educate reps on different capabilities over time. Small improvements in a rep's workflow go a long way in adoption and engagement.

How do reps engage with content?

"Old school sales reps are hesitant to share content using links. They prefer downloading a deck and attaching it to emails. In this process, they lose the ability to track engagement."

- Director of Marketing

Highlights

- Making content available for the reps is not enough. It would help if you also tracked what reps do once they find the content asset that interests them.
- Modern enablement platforms offer multiple engagement options. Reps can share links, email assets, download them, or create custom pages.
- Encourage reps to share content to drive buyer insights. If a rep downloads a sales deck and shares it, they and you will lose valuable insights.

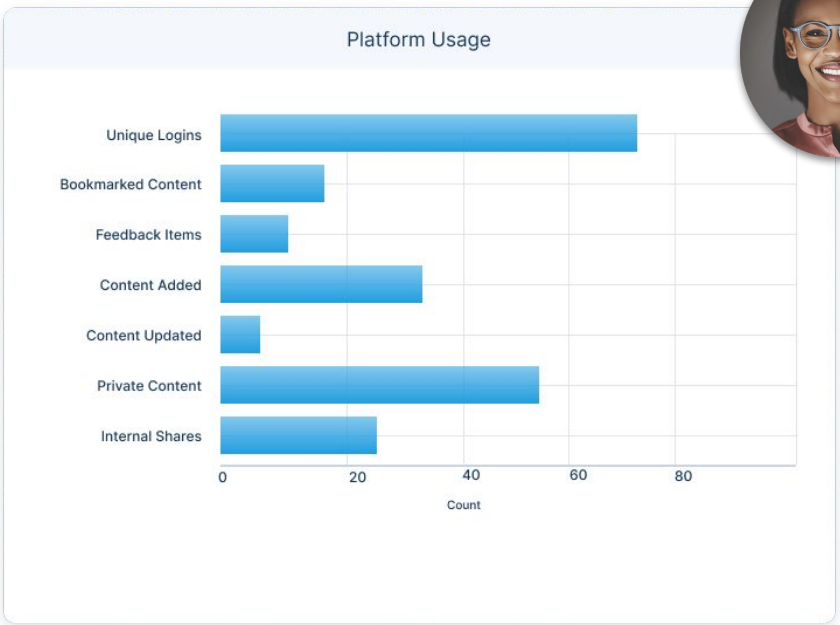
Variations

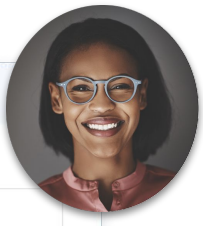
- Track engagement by sales-roles. SDRs may exhibit different preferences, given they spend most of their time in sales outreach sequences and cold calling vs. AEs.

Blind Spots

- Buyer preferences may vary based on their market characteristics. E.g., Financial Services institutions may restrict email tracking due to security concerns.
- Some Reps may need additional training on how and when to use these options.

Are reps using other platform features?





"Sales and marketing communication is vital. Modern sales enablement apps help reps provide feedback, contribute content, and collaborate in context. "

- Dir. of Sales Enablement

Highlights

- Modern sales enablement apps offer more than simply finding and sharing content. You should train reps to use these features. Some examples,
  - Provide feedback on the content
  - Collaborate with others on content assets
  - Contribute to the content library
  - Gather buyer intelligence from content engagement.
- Not all content is created by marketers and sales enablement managers. Reps produce equally important assets - proposals, executive summaries, updated decks. Reps should know how to use the platform to meet content sharing and tracking goals.

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- Don't overwhelm reps with all these features early on. Take an iterative approach to adoption and engagement.
- Demonstrate how these capabilities are helping their peer reps. Reps pay attention to what their peers are doing more than anyone else.

Are prospects engaging with content?

B2B buyers buy from vendors who demonstrate knowledge of their business challenges and their market. A recent report mentioned that 90% of the buyers buy from vendors who give the right content.

Therefore, companies must invest in content that genuinely helps their prospects and customers. Having sales teams access and engage with content is not enough. You also want your prospects and customers to find the content valuable and relevant to their buying needs. And then you increase the likelihood of winning more business.

Prospect and customer engagement insights inform marketing and sales enablement teams to make data-driven content investments.

Three metrics to track -

1. Which accounts are engaging with content?
2. Which personas are engaging with content?
3. How buyers engage across the sales process?

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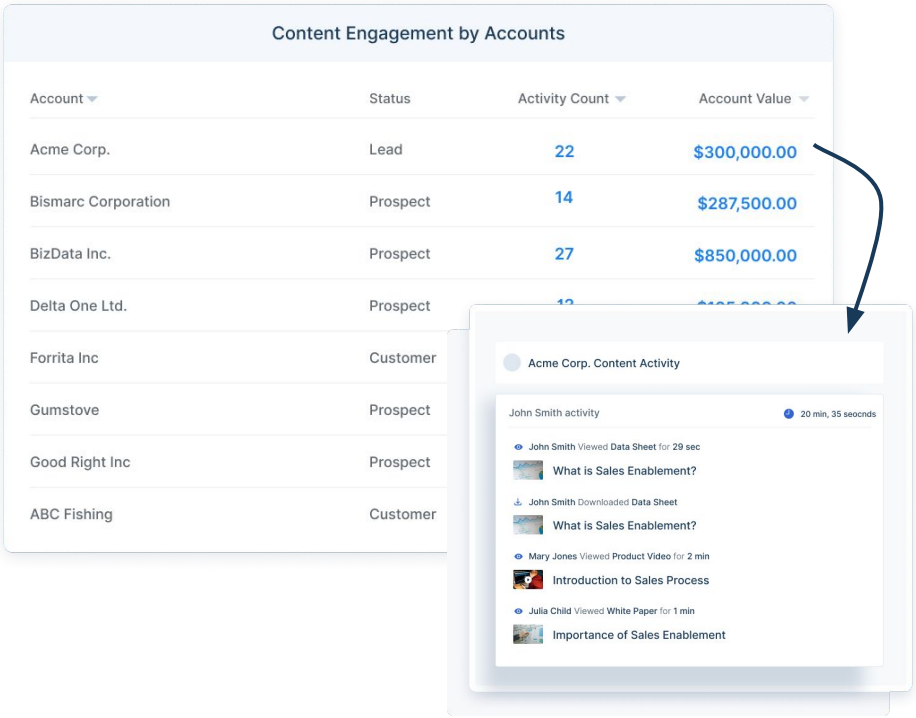
Which accounts are engaging with content?



"In an Account-Based Selling process, gauging engagement of content by high-value accounts is important for making the right content investments."

- Sales Leader

Highlights

- Sales Enablement tools can correlate data with your marketing automation and CRM to generate account-level insights.
- Supplement your ABM strategy with sales content engagement insights. These insights will help you make informed content investments.
- Use account-level insights to better the customer success journey.
- There is an opportunity for SDRs, AEs, and Customer Success reps to collaborate at an account level through the customer lifecycle.

Blind Spots

- Reconciliation of account data from CRM and content engagement data from the Sales Enablement application is a prerequisite for enabling account-level insights.
- Quality of account data in your CRM will drive the accuracy of engagement data.

Variations

- Track engagement by Industries or Markets. You will learn market/industry trends that will help you link ROI to your content efforts.

Which personas are engaging with content?

"Today, you are selling to multiple personas in your accounts. Creating and tracking persona-level engagement is crucial for enablement investments"

- Product Marketing Mgr

Highlights

- Your reps will track prospects and contact's content engagement. As a marketer/sales-enabler, you can roll up these insights at a persona level to track whether your content is resonating with your target personas.
- Persona development is an ongoing process. Persona-level content insights will be an important tool in this development process.
- It is common to have one content piece appeal to multiple personas.

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- Sales & Marketing teams need to be on one page about target personas. Reps need to share the right content with their prospects as they go through the sales process.
- You should track persona information in your contact database (in CRM or Marketing Automation tool). Without persona information, you cannot learn content engagement at a persona level.

How buyers engage across the sales process?

"Tracking how content is engaged by prospects through the buying process is the perfect measure of your sales process and content investment assumptions."

- VP of Marketing

Highlights

- Marketing teams have visibility on the top-of-the-funnel engagement. But lack visibility on middle and bottom of the funnel content engagement. With a sales enablement tool, you have end-to-end visibility across the funnel.
- Modern sales enablement apps recommend content at different stages of the sales funnel. Prospect engagement insights can help drive the ongoing recommendations.

Blind Spots

- Your sales process should reflect how your buyers buy. Without alignment with the buyer's process, the learnings from these insights will miss the mark.

Variations

- You can track customer content engagement through the different renewal stages.
- You don't need granular sales stages to track engagement across the sales funnel. You can identify broad engagement patterns based on the early, middle, and late stages of the selling cycle.

How to tell if content is converting?

Creating content is expensive. It takes time and dollars to generate buyer and customer-relevant content. With a content enablement program, marketers and content creators have direct feedback on the collateral assets' effectiveness and popularity. They know what is working and what is not.

Companies create sales and marketing content for two audiences. For external users - prospects and customers. And for internal customer-facing sales & customer success teams.

Ongoing insights immensely help streamline marketing investments in content.

Three ways to gauge effectiveness -

1. Which assets are accessed by sales?
2. What is sales sharing with prospects?
3. Which assets show high engagement from prospects?

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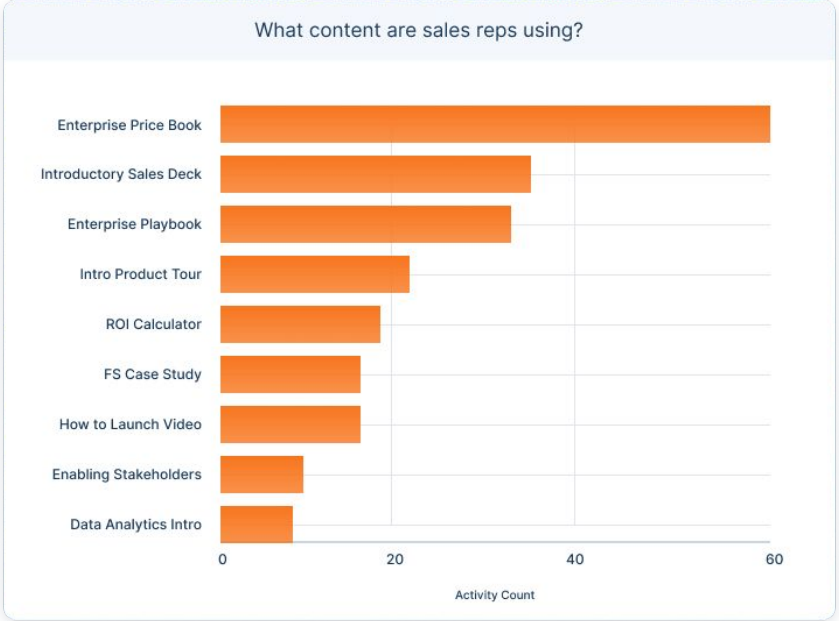
Which assets are accessed by sales?



"Before using a sales enablement app, we were completely blind to how our sales and customer success teams were using marketing materials."

- Product Marketing Mgr.

Highlights

- Middle-of-the-funnel content tends to be more popular amongst sales teams.
- In addition to external-facing content, sales reps also engage with internal-only content. For instance, they will access training videos, internal-only slide decks, and pricing documents to help them sell.

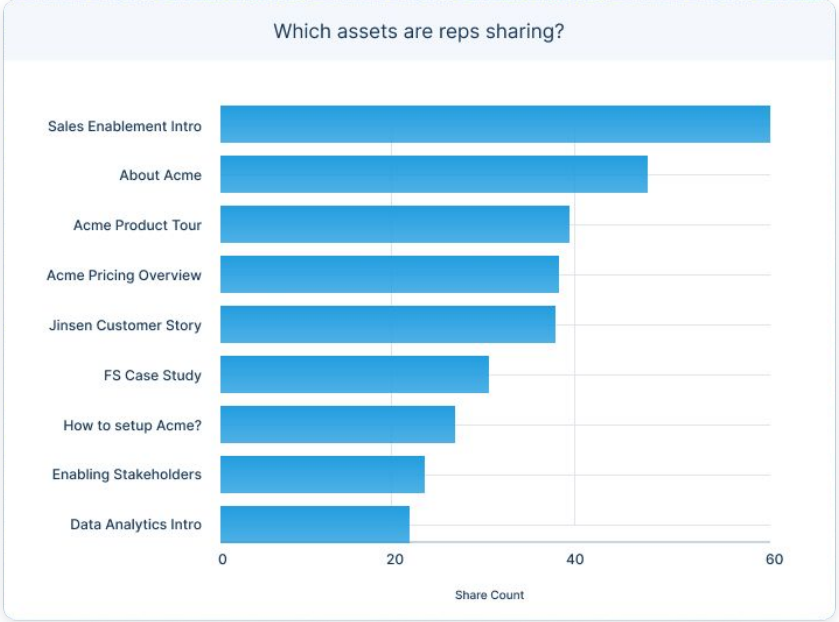
Blind Spots

- Your sales process should reflect how your buyers buy. Without alignment with the buyer's process, the learnings from these insights will miss the mark.

Variations

- You can track which type of content assets are more popular. E.g., are case studies more popular than white papers?
- Content popularity may vary by role. SDRs, AEs, and Customer Success reps may prefer different type collateral.
- Newly onboarded sales reps will engage with various content assets as they are climbing the learning curve. These insights can help improve the onboarding process.

Which assets are reps sharing with prospects?



"Knowing what reps are sharing with prospects (and what they aren't) in the middle and late stages of a sales opportunity has been very useful."

- Director of Marketing

Highlights

- Track how sales reps are sharing content. Are they emailing it using the sales enablement app or CRM, or are they sharing content via Sales Navigator?
- Determine when reps are sharing content in the sales process? We discuss more on this in the Content Attribution section of this guide.
- Help reps track engagement on the content usage. Feedback on shared content will help reps share content that resonates with their prospects.
- Reps will need help sharing the content with the right message. Creating a case study is not enough. Helping reps with an email template for the case study will improve the effectiveness of the case study.

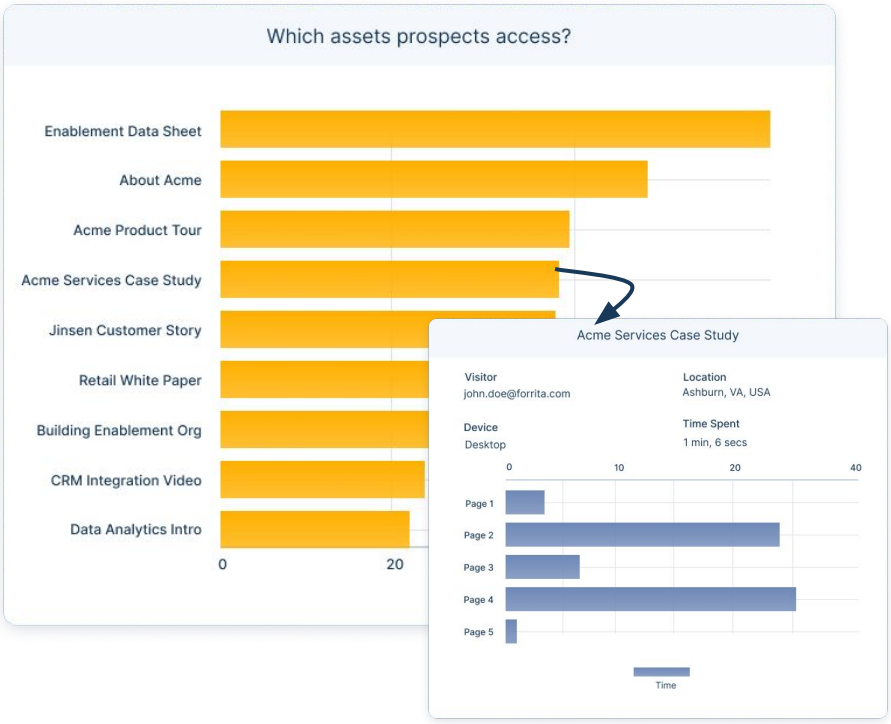
Blind Spots

- Encourage reps to share content using your sales enablement app. This sharing method will enable a feedback loop and improve overall analytics.
- Don't limit tracking to marketing-created content only. Monitor sharing of assets that reps have added to the system.

Variations

- In addition to tracking individual assets, you can track the content types shared the most by the sales reps.
- Different sales roles will share different content assets.

Which assets show high engagement from prospects?



"Knowing what content pieces are being accessed by external audience is powerful. We can double down on effective collateral and scale what is working."

- Chief Marketing Officer

Highlights

- You are likely capturing top-of-the-funnel engagement in marketing automation tools. Reconcile prospect engagement across the funnel by integrating sales content engagement with a marketing automation tool. Or you can reconcile activity data in your CRM or third-party reporting tool.
- External engagement insights will tell you which content assets work for your prospects. For presentations, videos, and PDF assets, modern enablement apps will tell you how much time your prospects spend on different parts of the content.

Variations

- Track which content types are showing the most engagement. For instance, are Case Studies more popular than White Papers?
- Find out if the engagement differs based on the persona of the prospect. E.g., CIOs are more likely to engage with Technical White-Papers, but business users are likely to engage with case studies.

Blind Spots

- Capture prospect identity by streamlining the sharing process. Anonymized content engagement insights are less useful.

How to identify gaps in content?

Maintaining a fresh and relevant content library is critical for a successful sales enablement program. Companies don't realize how much content they create. And once they have a content enablement platform to support this program, they find that the amount of content can be overwhelming. To avoid content overload, you should have a pulse on content coverage.

Like content engagement data, content coverage data will help marketing and sales teams be on the same page. Coverage insights ensure that marketing and sales are working off the latest and most relevant content to drive sales and growth.

Three ways to track content gaps -

1. How current is the content?
2. What is the coverage across key business personas?
3. What is the coverage across the buyer's journey?

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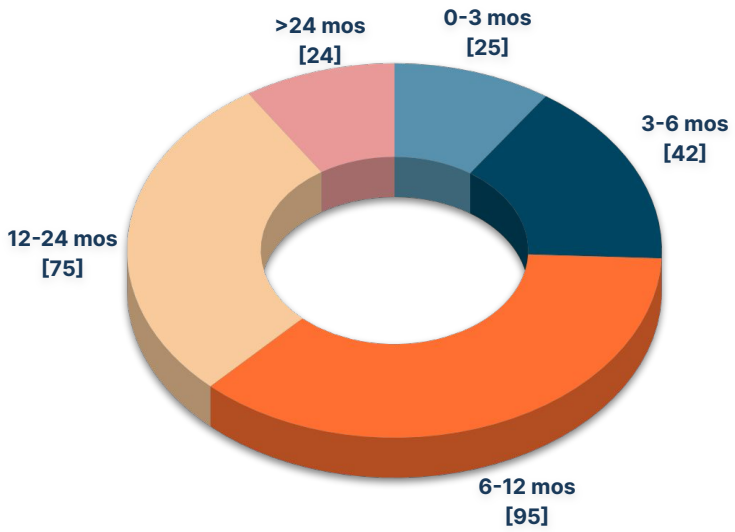
How current is the content?



"Organizations are constantly evolving. That means reps need to work with the latest and relevant content. We don't want reps to be confused with old and outdated content and messaging."

- Chief Marketing Officer

Highlights

- Content decay is a big reason why reps stop using the content portal. Old, irrelevant content compromises content discovery. Verify assets regularly to maintain a current & relevant content library.
- There are many reasons why a particular content asset is no longer relevant or needs to be updated: Incorrect Branding, Low Engagement, Inconsistent Messaging, etc.

Blind Spots

- Just because something is old doesn't mean it should be retired. Some older assets are more popular than what you are producing today. Always consider the popularity of an asset when handling old assets.
- Make sure you don't maintain multiple versions of the same asset. Reps care about the latest versions of the asset.

Variations

- Another way to filter this report is to track the aging of low-engagement assets. Old assets with low engagement should be reviewed and retired if deemed necessary.

What is the coverage across your business personas?

Buyer Persona Content Coverage

Personas	Blogs	Case Studies	Data Sheets	eBooks	Email Templates	Product Videos	Sales Decks	White Papers
CMO	0	11	16	18	4	16	6	0
CIO	22	6	5	15	1	15	0	17
CEO	1	0	18	0	17	0	7	10
CRO	5	0	0	11	14	18	0	12
CFO	21	0	3	15	10	4	13	4

"Sales, marketing, and customer success teams should be on the same page on what content we have for different target personas. This alignment is critical for successful revenue operations."

- Chief Marketing Officer

Highlights

- The right content coverage across your personas is more important than a complete one. Your content coverage should align with your org's go-to-market and sales strategy.
- Strong content coverage will drive sales & marketing alignment.

Variations

- Other business categories to track coverage are - Industries, Markets, Verticals, Solutions, Use Cases, etc.

Blind Spots

- It is common to have many top-of-the-funnel content assets as they are supposed to drive leads and support the sales process.

What is the coverage across the buyer's journey?

Buyer's Journey Content Coverage

Stages	Blogs	Case Studies	Data Sheets	eBooks	Email Templates	Product Videos	Sales Decks	White Papers
TOFU	35	5	12	18	24	4	0	0
MOFU	5	14	7	2	21	15	12	17
BOFU	0	0	0	0	12	0	9	10
On Boarding	5	7	12	0	25	18	1	0
Ever Boarding	21	12	0	0	10	14	0	0

"Organizations are constantly evolving. That means reps need to work with the latest and relevant content. We don't want reps to be confused with old and outdated content and messaging."

- Chief Marketing Officer

Highlights

- By mapping content to the buyer's journey, you can guide your sales team with the right content at the right time in their sales opportunities.
- When mapping, don't limit to external-facing content only. Internal-facing assets are equally valuable for the reps to do their job. Proposal templates, pricing guides, and other sales assets are vital to selling successfully.

Blind Spots

- It is better to go with a broader categorization of the funnel for complex, long-running sales cycles. Sales stage level categorization works when your sales playbook is repeatable and prescriptive.
- Your rep knows the buyer the best. Don't be surprised if the content gets used outside the mapped buying stage. Content mapping is meant to help reps guide the buyer through the journey. It is not supposed to be a strict mapping.

Variations

- To drive granular engagement, you can map content to different stages of your sales process in the CRM tool.
- Filter coverage by industry, solutions, markets, etc., when selling across different business categories.

How to quantify content value through attribution?

Content attribution is vital for marketing teams. If done right, attribution is the best way to prove marketing ROI. There are several tools and techniques to attribute content assets to leads. However, most marketing teams struggle to attribute content assets to won opportunities. Because marketers have no visibility into the content that reps are sharing, when they are sharing, with whom they are sharing.

Organizations can use sales enablement apps to gather content-sharing insights. They can find when in the sales journey did sharing/engagement take place.

To enable these insights, marketers should correlate a rep's sharing and prospect's content engagement activity with the sales pipeline.

Two attribution metrics to track -

1. Which content was used in won deals?
2. What is the content usage across deal stages?

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What content was used in won deals?

Content used in won deals

Tittle	Type	Opportunity Count	Attributed Dollars
Enablement Experience Video	Product Video	22	$3,00,000.00
Sales Coaching KPIs	Data Sheet	14	$2,875,000.00
Sales Training Data Sheet	Data Sheet	27	$2376,000.00
Acme Customer Story	Customer Story	12	$2,200,000.00
Mid-Marketing Enablement Plan	eBook	18	$2,009,000.00
Content Hub Demo for ABM	Video	28	$1,800,000.00
ABM & Sales Enablement	eBook	10	$1,500,000.00
Sales Enablement Launch Data Sheet	Data Sheet	12	$1,480,000.00

"Marketers today have figured out top of the funnel attribution. But struggle with middle and bottom of the funnel attribution. A sales enablement app fills this gap."

- Chief Marketing Officer

Highlights

- No single content asset wins a deal. But when analyzed broadly, marketers can differentiate between performing and non-performing assets.
- To drive attribution, make it easy for reps to discover and share content assets in the context of their opportunity.
- To attribute content to data, you need to reconcile content across your marketing and sales stack. And you should reconcile engagement data from marketing automation, and sales enablement apps need to paint a complete picture of the entire buyer's journey.

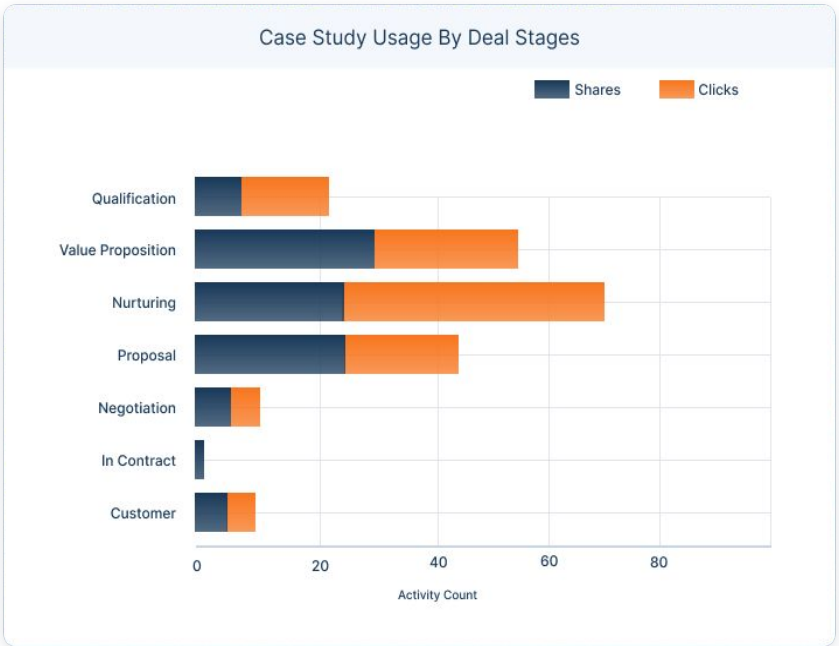
Blind Spots

- Attribution is dependent on the accuracy of your CRM data. Make sure you have data accuracy before you invest in measuring content attribution.

Variations

- You can track attribution over the life of a customer account from pre-sales to the entire customer lifecycle.

What is the content usage across deal stages?



"Marketers today have figured out top of the funnel attribution. But struggle with middle and bottom of the funnel attribution. A sales enablement app fills this gap."

- Chief Marketing Officer

Highlights

- Track content utilization across the sales deal stages. This report is similar to How Buyers Engage Across The Sales Process? Except, here you look at which content and content types are performing for different stages of the sales funnel.
- Depending on the deal stage, you can consider different effectiveness weightage. For example, content used in the Proposal stage is considered more effective than the one used in the Qualification stage.

Variations

- Track usage of an individual asset across the deal stages.
- Track usage of all assets across the deal stages.
- Track usage of a content type across the deal stages.

How are you doing?

Here is a simple scorecard to track these metrics in one place.

Sales Engagement	Prospect Engagement	Content Effectiveness	Content Coverage	Content Attribution
Are reps using the content?	Which accounts are engaging with content?	Which assets are accessed by sales?	How current is the content?	Which content was used in won deals?
Where are reps accessing content?	Which personas are engaging with content?	What is sales sharing with prospects?	What is the coverage across key business personas?	What is the usage across deal stages?
How reps engage with content?	How buyers engage across the sales process?	Which assets show high prospect engagement?	What is the coverage across the buyer's journey?	
Are reps using platform features?				

About Enablix

B2B marketing and sales enablement teams use Enablix to organize, share, and enable their sales team with the right content at the right time. Our customers benefit from our platform's ease of use to organize collateral and create winning content experiences for sales and customer-facing teams.

Hear directly from our customers on **G2**.

To learn more about sales enablement and sales enablement insights, here are some useful and free resources:

- Why Marketing should own Sales "Content" Enablement?
- 5 Sales Content Adoption metrics to measure ROI.
- A 90 Day Content Enablement Story

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