

**AUG. 2017  
MEETING  
OF THE  
MINDS**

**SALES  
ENABLEMENT:  
MAXIMIZING  
THE SUCCESS  
OF YOUR  
SALES EFFORTS**



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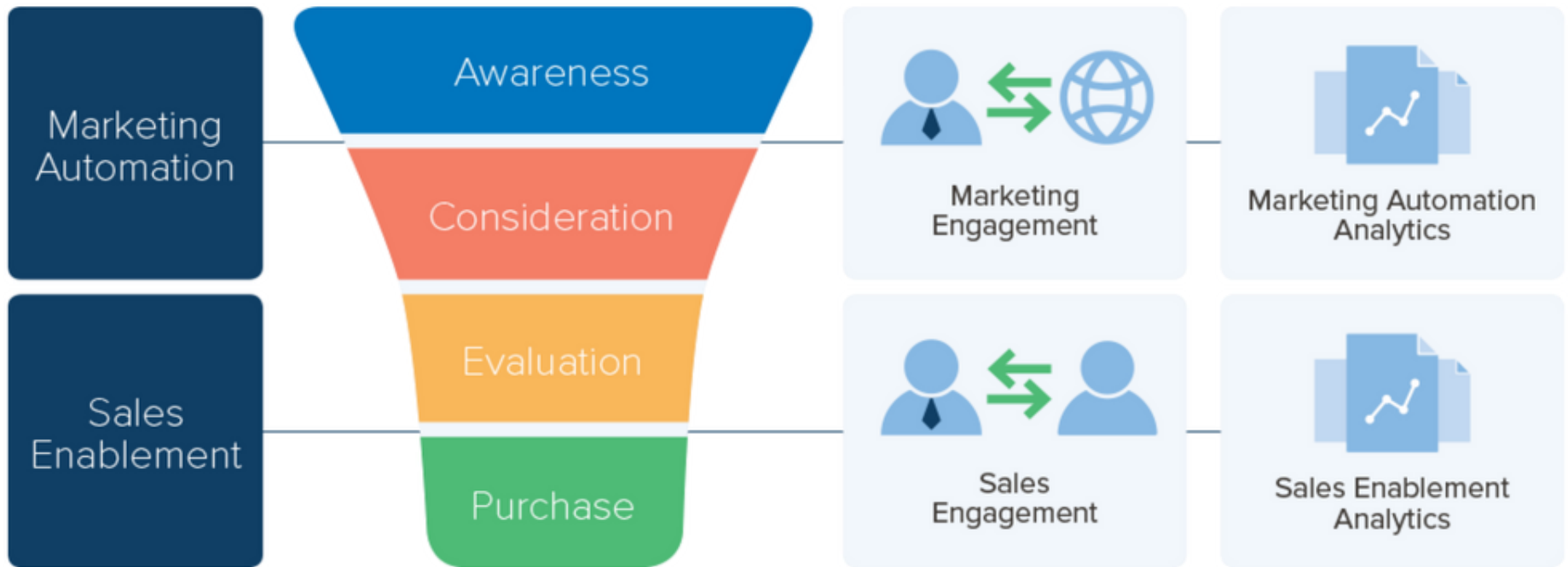
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The average buyer gets 100+ emails a day, opens just 23 percent and only clicks on 2 percent.

Now consider that the average B2B buying committee consists of eight people, all with differing opinions and objectives, and it's no wonder B2B buyers are looking for ways to cut through the chaos.

# WHAT IS SALES ENABLEMENT?

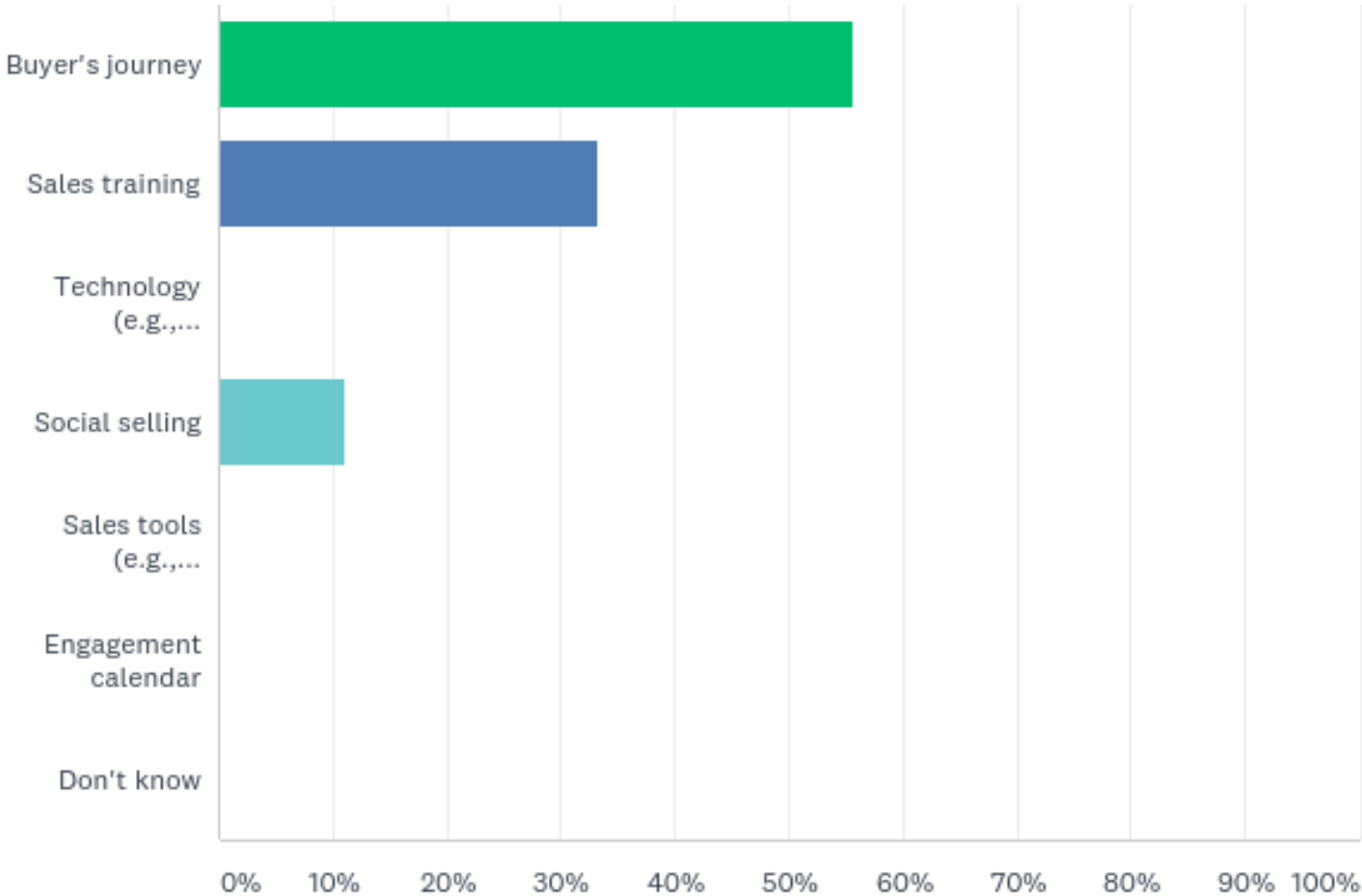
The foundation of sales enablement is to provide sales people with what they need to successfully engage the buyer throughout the buying process.



## Why is it important?

Research by Aberdeen has shown that **84% of sales reps at companies with best-in-class sales enablement strategies achieve their quotas**, compared with 55% at companies with average strategies and 15% for laggard companies.

# What would you consider to be the most important element in the sales enablement process?



# 8 ELEMENTS TO EFFECTIVE SALES ENABLEMENT



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#1

# ALIGN MARKETING AND SALES



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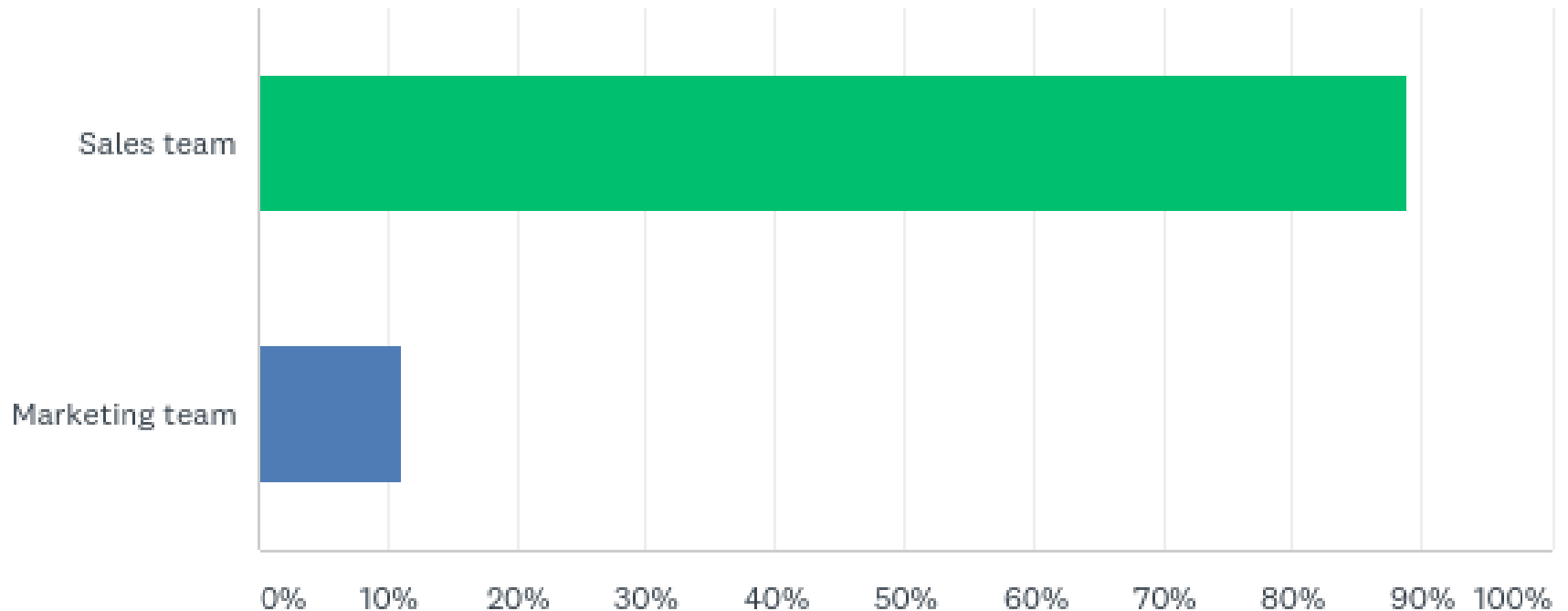
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**"Companies with aligned sales and marketing generate 208% more revenue from marketing."**

- Marketing Profs



# Who should own the sales enablement process?



# WAYS TO ACHIEVE ALIGNMENT

- Define shared metrics, processes, rules & objectives
- Clearly define roles
- Agree on the definition of a sales-qualified lead & prospect
- Engage sales when building personas
- Work together to nurture leads
- Create a marketing-sales feedback loop
- CRM & marketing automation integration



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Their location has been in business for many years and could have multiple locations. They have a well thought-out business strategy and their family is actively involved in running the business. Homeowners come to them because they are a recognizable name in the community and they offer more personalized service than the big box home improvement retailers. They offer many different brands, but will always recommend their favorite. Customizable options, volume pricing discounts and community involvement are important to them.

They specialize in exterior work and because of the company's longevity.

They are likely a heavy television and radio advertiser because it is how they started their business and this methodology is what has given them an established presence in their community.

#2

# PERSONA DEFINITION

## Homeowner Experience

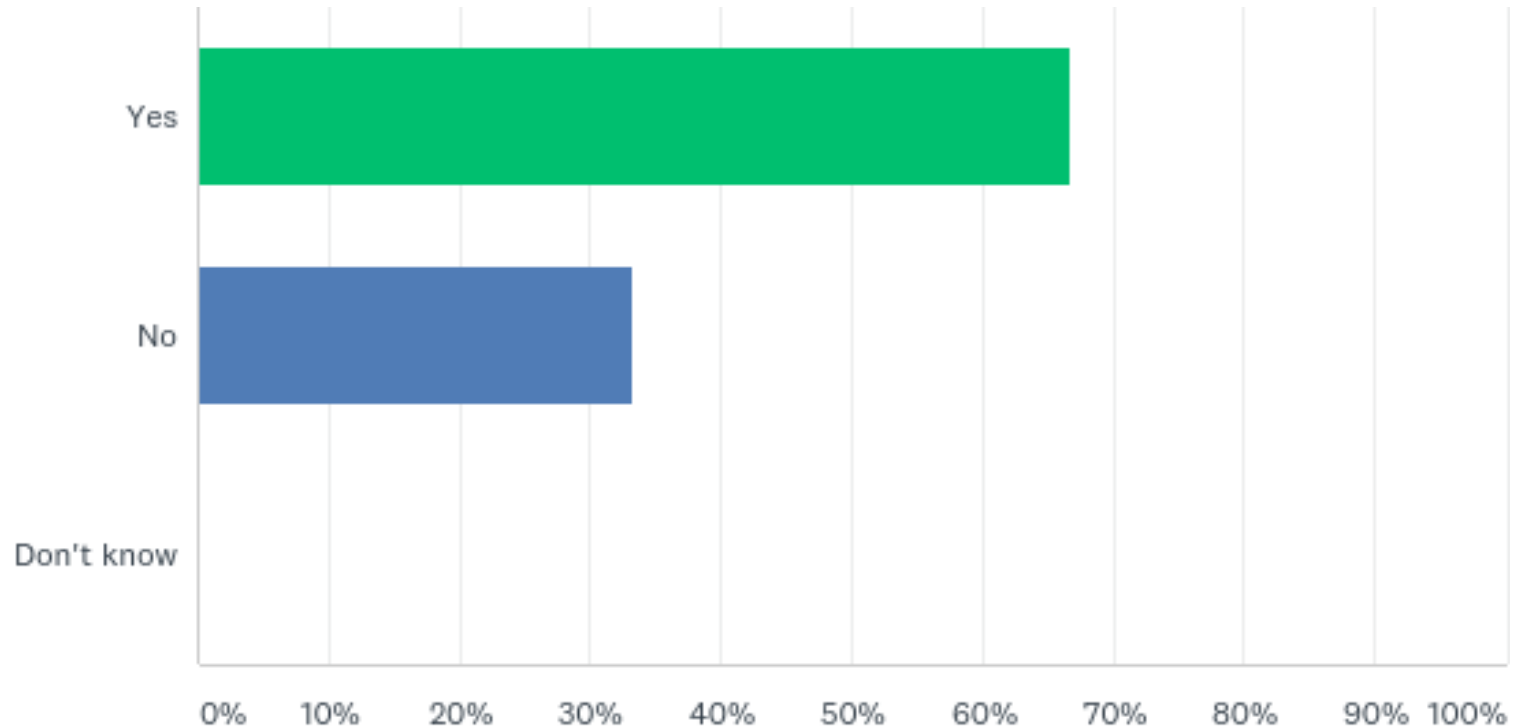
- Presented a canned deck book that focuses on the longevity, past experience, process, etc.
- Offered a wide selection of options
- Interactions are with sales more than ownership
- Finished and seen as employee's own field service
- Offers their own warranties and guarantees
- Relationship will start with job and then they work to a customer for life

### Why they are an ideal GLW dealer:

**Business maturity:** Established business, pays his bills, established sales and office staff, one or more locations, strong market awareness and reputation, known as the hometown preference

**Marketing & Promotions:** High volumes, drives homeowners toward preferred brand, large marketing presence, heavy advertising, a local personality

# Has your company clearly defined personas of the buyers for your products/services?



Their location has been in business for decades. They have multiple locations. They have a strategy and their family is actively involved in business. Homeowners come to them because they are a recognizable name in the community. They offer more personalized service than the big improvement retailers. They offer more value. They will always recommend their favorite products. They are committed to their community. They have done excellent exterior work and interior work because of the company's longevity. They are like a heavy television antenna because it is how they started their business. Their methodology is what has given them success in their community.

# DEFINE YOUR CUSTOMER PERSONA

Why they are an ideal GLW dealer:

Business maturity: Established business, pays his bills, etc. market awareness and reputation, known as the hometown hero.

Leverage existing customer profile data and personas to define audience segments and identify value points (e.g., WIFM)

Identify primary touchpoints for each audience




Conduct a discovery session and/or interviews with audiences and stakeholders

# Light the Path Sales Funnel

PROSPECT

# #3

# MAP THE CUSTOMER JOURNEY

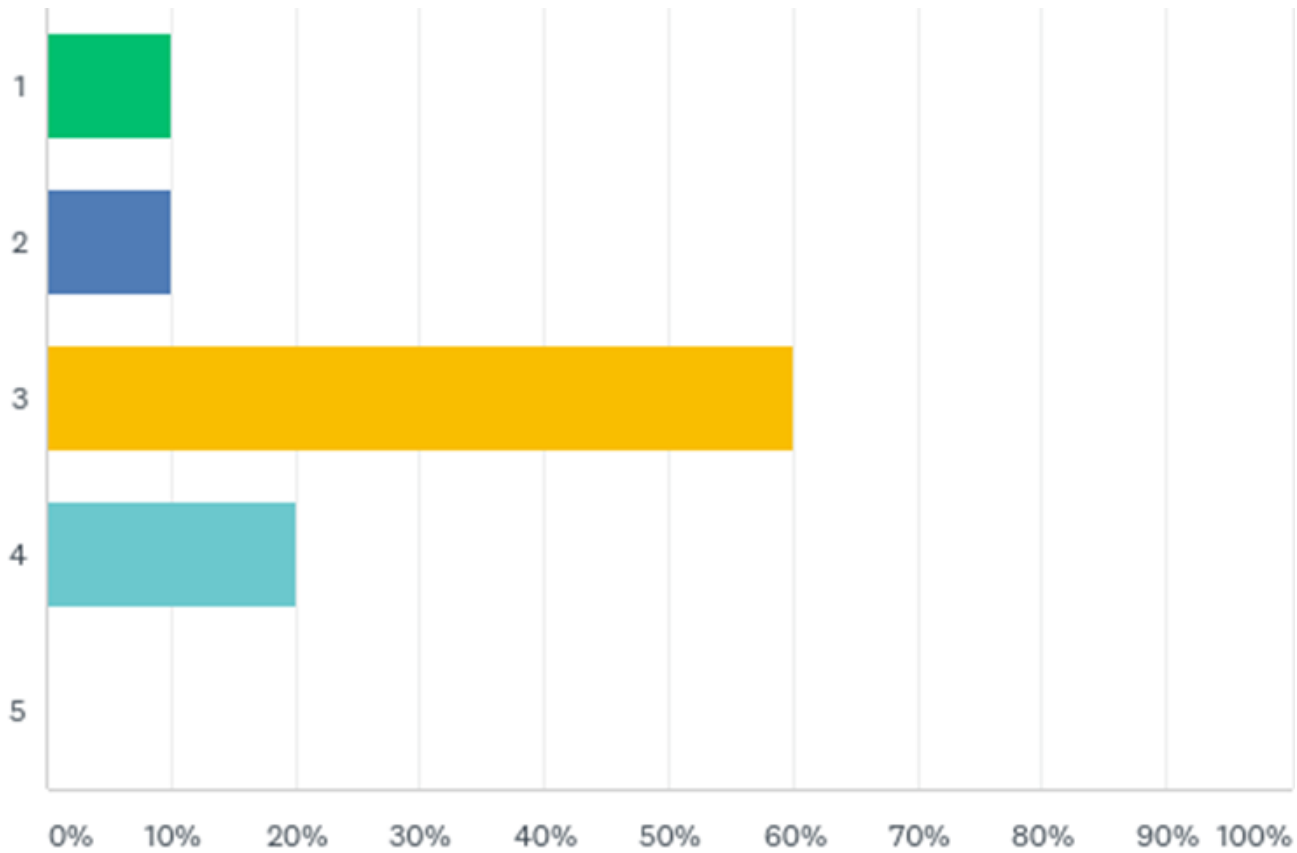
	<b>PLAN</b> (Map the Journey) 	<b>INITIATE</b> (Set Sail) 	<b>NURTURE</b> (Sail to Destination) 
<b>DEFINE</b> (What you want to accomplish)	<p>Research dealer by understanding the market and how it plays into your MSA strategy</p>	<p>Be creative to gain dealer attention, peak their interest in learning more about GLW and conduct an initial meeting</p>	<p>Continue to nurture the dealer prospect</p>
	<p><b>Be There:</b></p> <ul style="list-style-type: none"> <li>Identify dealer prospects</li> <li>Do they fit our ideal customer filter?</li> <li>Which persona are they?</li> </ul>	<p><b>Be There:</b></p> <ul style="list-style-type: none"> <li>Ask questions about their business challenges and opportunities</li> <li>Send personal note with ideas on solving at least one challenge</li> </ul>	<p><b>Be There:</b></p> <ul style="list-style-type: none"> <li>Forward applicable GLW dealer emails</li> <li>Offer to take them to dinner/lunch to continue to build relationship</li> </ul>
<b>ENGAGE</b> (How you get there with the mindset of Be Different, Be There and Be Indispensable)	<p><b>Be Different:</b></p> <ul style="list-style-type: none"> <li>Identify current window and door manufacturers they use today and determine how we are different</li> </ul>	<p><b>Be Different:</b></p> <ul style="list-style-type: none"> <li>Walk through Keynote (new customer section)</li> <li>Show window sample or corner cut</li> </ul>	<p><b>Be Different:</b></p> <ul style="list-style-type: none"> <li>Engage dealer by sharing product line information and CORE technology</li> <li>Walk through Keynote (new customer section)</li> </ul>
	<p><b>Be Indispensable:</b></p> <ul style="list-style-type: none"> <li>Identify competition for the dealer prospect</li> <li>Identify ways we can help them</li> </ul>	<p><b>Be Indispensable:</b></p> <ul style="list-style-type: none"> <li>Mail or deliver an informational piece (Overview Brochure, 10 reasons booklet, etc.)</li> <li>Send an email thank you note</li> </ul>	<p><b>Be Indispensable:</b></p> <ul style="list-style-type: none"> <li>Share videos on GLW YouTube channel</li> <li>Send a hand written thank you note</li> </ul>
<b>TOOL SUGGESTIONS</b> (What to use)	<ul style="list-style-type: none"> <li>Qualifying scorecard</li> <li>Persona's PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>Keynote-new customer section</li> <li>Product samples</li> <li>Personal Thank you (mail or email)</li> <li>10 Reasons Booklet (Q1)</li> <li>Overview Brochure (Q3)</li> <li>Why GLW video (Q2)</li> </ul>	<ul style="list-style-type: none"> <li>Personal Thank you (mail or email)</li> <li>Applicable GLW dealer emails</li> <li>Applicable dealer videos on GLW YouTube channel</li> <li>3D mailer (Q2)</li> </ul>



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On a scale of 1 to 5 (5 is the best), how well do you think your sales team understands the buyer's journey?



# KEYS TO MAPPING THE CUSTOMER JOURNEY

- Leverage what you learned about your customers
- Create and deploy the customer journey map that includes a roadmap for sales and provides clarity on roles between marketing and sales
- Identify additional collateral needs and internal education opportunities for customer-facing teams





**Brand Positioning**  
(The primary value we offer our customers)

**Brand Pillars**  
(The 3 things that make us different and how we bring them to life everyday)

#4

Core Messages

(The primary message we want to convey that supports the brand – essentially what's in it for the dealer)

(Messages that support different types of touchpoints)

**Be There.**

Provide uncompromised customer, repair and sales service excellence. Deliver consistently and reliably. Respond to every need, big or small. Offer peace of mind that our longevity means we will be here.

**Be Different.**

Provide a range of options based on what dealers need. Help them drive sales and invest in their success. Empower home improvement dealers to grow through patented technology, warranty support and resources.

As a partner dedicated to help your business succeed, we offer flexible product lines with customizable options, as well as access to the experience, resources and support you need to drive sales.

# TOUCHPOINT AND MESSAGE MAPPING



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<p><b>Brand Positioning</b> (The primary value we offer our customers)</p>	<p><b>Brand Pillars</b> (The 3 things that make us different and how we bring them to life everyday)</p>
<p>As a primary objective to help your business succeed, we offer flexible product lines with customizable options, as well as access to the experience and support you need to drive sales.</p>	<p>Provide uncompromised customer, repair and sales service excellence. Deliver consistently and reliably. Respond to every need, big or small. Offer peace of mind that our longevity means we will be here.</p>
<p>As a primary objective to help your business succeed, we offer flexible product lines with customizable options, as well as access to the experience and support you need to drive sales.</p>	<p>Provide a range of options based on what dealers need. Help them drive sales and invest in their success. Provide a range of options based on what dealers need. Help them drive sales and invest in their success.</p>

# DEFINING THE RIGHT MESSAGE FOR EACH AUDIENCE

Audit existing collateral, sales kit and current email content

Develop a content map that includes offline and online content based on where the prospect or customer is on the journey

# Scoring Model

## #5

High Propensity to Purchase



# LEAD SCORING

Ideal Target



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# Scoring Model

## HOW TO SCORE YOUR LEADS

- Focus on behaviors
- Keep it simple at first
- Match goals with compensation
- Stick to measurable data
- Reevaluate program every 3 months
- Get sales to buy-in and follow-up based on ratings
- Rate the impact of lead scoring



Ideal Target  
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#6

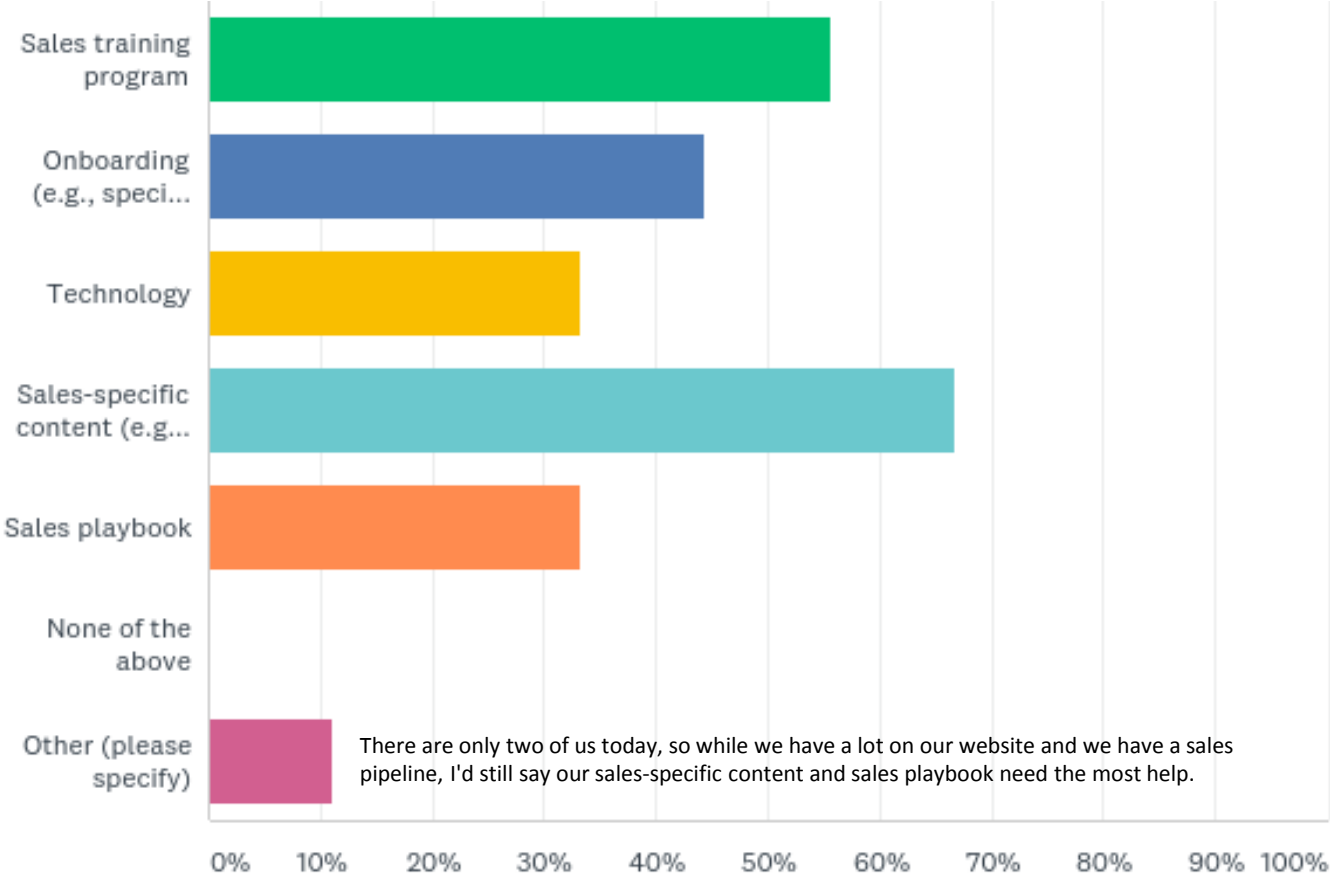
# SALES TOOLS



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# Which of the following sales enablement tools does your company have in place to help your sales team sell effectively?



# PROVIDE YOUR TEAM WITH THE RIGHT TOOLS

Create or update tool kits to include competitive offerings, answers to common objections, key value points and FAQs

Create, update and deploy content as needed



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#7



# SOCIAL SELLING



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In this socially connected world,  
**78 percent of salespeople engaged in social selling are outselling their peers who are not using social selling.**

Over 62% of B2B buyers respond to salespersons that connect with relevant insights and opportunities.

- Hootsuite

# KEYS TO SOCIAL SELLING

- Create a professional brand
- Focus on the right prospects (research)
- Engage with insights (share articles you have enjoyed or written)
- Build trusted relationships



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# WHERE AND HOW TO BEGIN SOCIAL SELLING



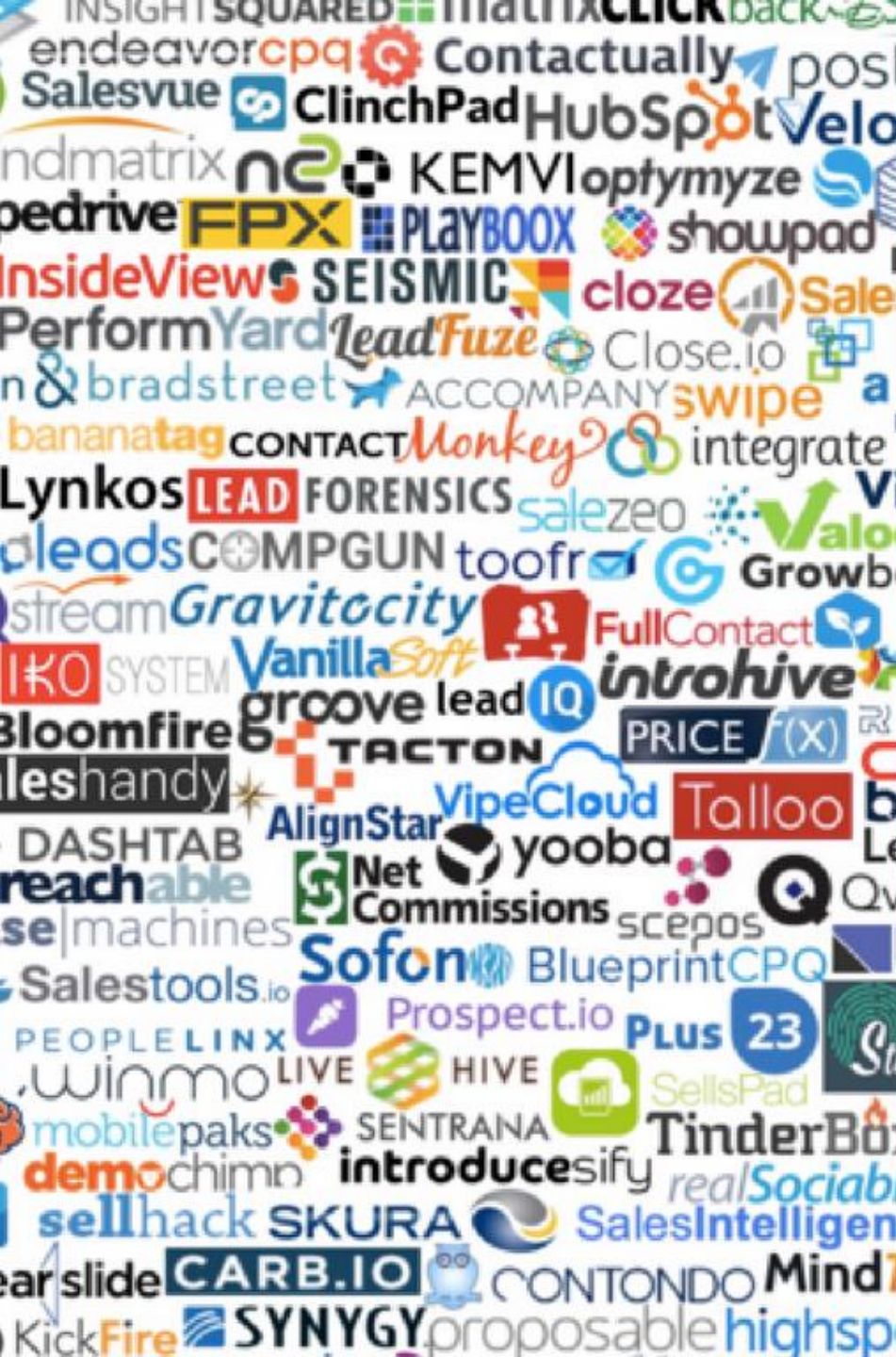
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B2B - LinkedIn, YouTube,  
Twitter

B2C - Facebook, YouTube,  
Twitter, Instagram

1. Target and monitor leads already in your pipeline
2. Nurture relationships by commenting, liking, retweeting, etc,
3. Build your presence



#8

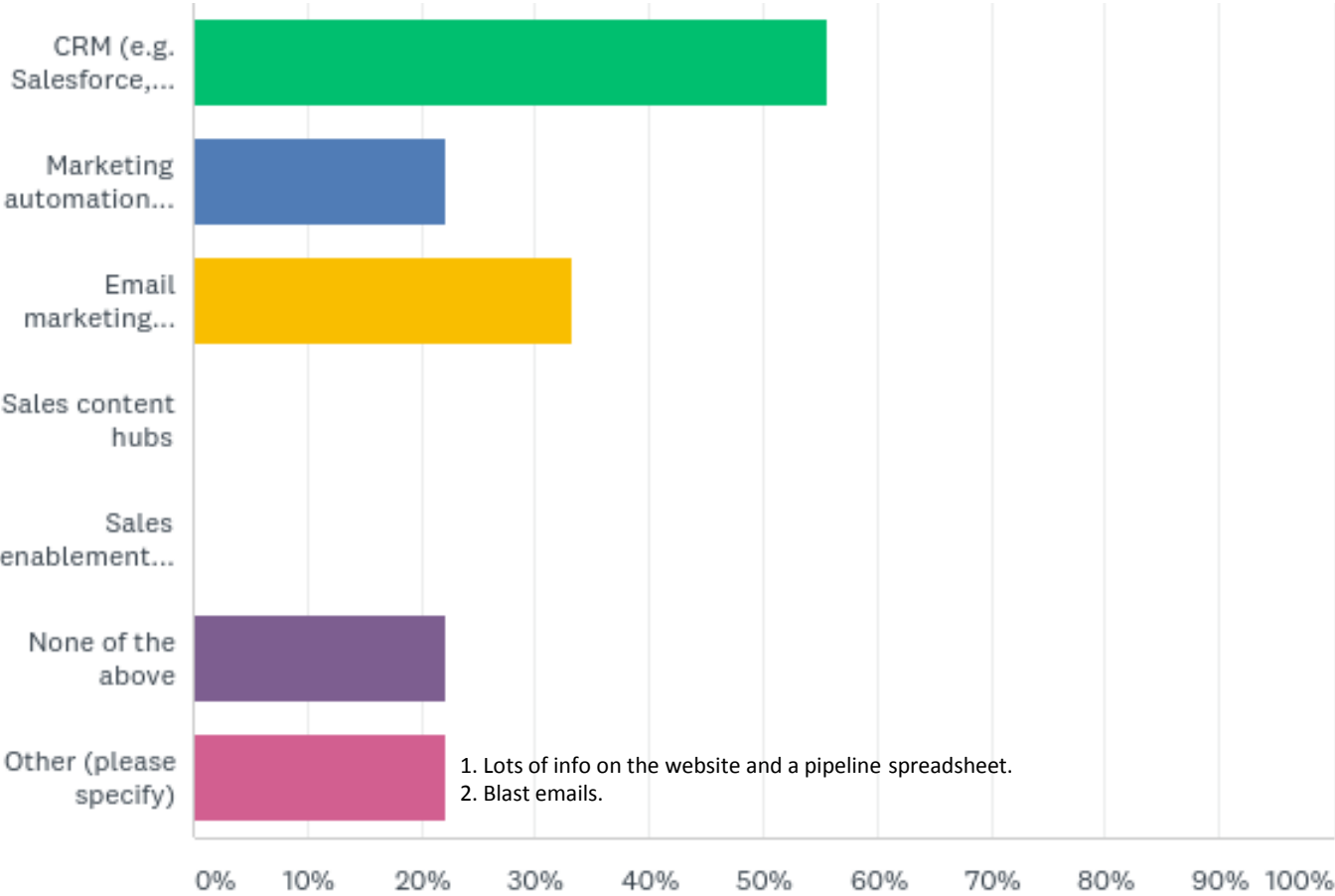
# SALES ENABLEMENT TECHNOLOGY



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# We currently use the following sales enablement technology (check all that apply):



#8

# UTILIZING TECHNOLOGY TO DRIVE SALES

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"Leverages the data captured in your CRM, with the power of a marketing automation platform to help the sales team capture, display, save and share information."

- Bigtincan
- Brainshark
- ClearSlide
- Highspot
- KnowledgeTree
- Qvidian
- SAVO

# USEFUL RESOURCES

- **The OneTEAM Method: How Sales+Marketing Collaboration can boost Big Business - Peter Strohkorb**
- **The Sales Enablement Playbook - Cory Bray & Hilmon Sorey**
- **Win/Loss Analysis: How to Capture and Keep the Business You Want - Ellen Naylor**



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QUESTIONS?



# THANK YOU!

Join us for our next MOM event on Brand Strategy!



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