



PLANET
STUDIO

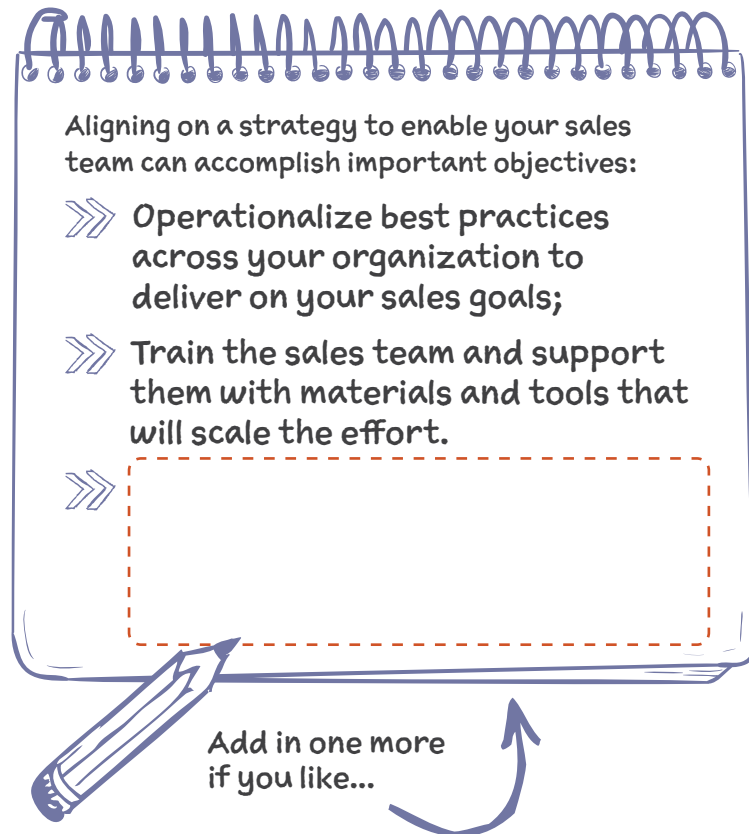
Interactive Step-by-Step Guide to

Creating a Great Sales Enablement Practice



A GREAT SALES ENABLEMENT PRACTICE BEGINS WITH DRAFTING A STRATEGIC PLAN

This workbook provides the questions to consider when building a strategy that is right for your organization. It is a framework that can be used to facilitate discussion and gain C-Suite alignment.



This interactive PDF tool contains SEVEN steps...
Click on one below and let's get started!

1 DEVELOPING SMART GOALS

The goals you set for your sales team should be **Specific, Measurable, Attainable, Realistic, and Timely**

(e.g. deadline-based to encourage action within a time frame.)

Examples:

Bad goal: “to grow sales.”

Good goal: “Achieve \$150K in revenue by the end of each month.”

Use the space below to write down your team goal or your organization’s goal. **Set each goal to be S.M.A.R.T.**

S.M.A.R.T.



2 IDENTIFYING YOUR IDEAL TARGETED CUSTOMERS



Documenting an Ideal Customer may be reflected in your current “best customers.”

What makes them ideal? What traits to they share?

Describe the traits that your ideal customers share.

Consider industry, location, job title or responsibilities, their decision and buying process... any details that make them ideal for your business.



What are their pain points?

What are some of the reasons that might delay them when making a buying decision?



3 COMPETITIVE ANALYSIS (SWOT)

Knowing where you stand in the industry and marketplace can help you to define your position.

To properly do this, you need to conduct a SWOT analysis to understand your core Strengths, Weaknesses, Opportunities and Threats. It is a strategic framework for ensuring that there are no “blind spots” in your strategic approach to sales.

Use the spaces below to fill in your answers.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

What companies are your key competitors?

Who is leading your industry? Why?



4 CREATING A VALUE PROPOSITION

How does your product or service create value for your customers?
Does it create value that your competition doesn't?



Use the space below to describe the benefits from your customers' perspective.



What do you believe is the “edge” that you have over your competition? What really differentiates your product or service?

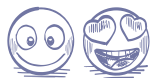


If your customers were recommending your company to someone else in the industry, what might they say?

Be as specific as possible.



Ideally, how would they feel?



5 SALES MATERIALS AND TOOLS



There are many types of materials and tools that companies invest in to empower sales. This section is used to take inventory to and assess the need and efficacy of your current materials.

List all the sales materials that your organization currently provides to the sales team:

Which are most critical for your team to sell from? How often are they used? Updated?

Do you customize materials for each lead? How often is this important to do?

How do you currently generate leads? Describe your sales process.

6 GAME PLAN

With sales materials in place, here's an opportunity to review how best practices can be operationalized and scaled across your organization.

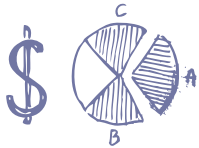
Do you have formal training for your sales team? Onboarding? Refresher courses? Certifications? How often & what does that entail?



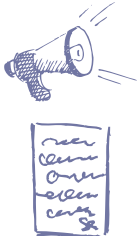
How are your sales teams organized? (e.g., regionally, by city, etc.) Do they work alone, in pairs, as a sales team, or in an assembly line (assigning each sales rep a role, such as lead generation, qualifier, closer, etc.)?



What are your benchmarks for success? Are they broken down by acquisition, upselling customers, cross-selling?



List your outbound sales efforts – (such as lead lists, web scraping, outsource lead gen, advertising?)



List your inbound sales efforts – (blogs, social media, email campaign, customer referrals?)



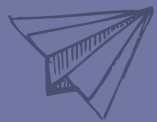
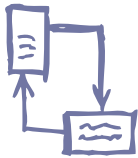
7 BENCHMARKS FOR TRACKING SUCCESS

The right tools and the right training arms your sales teams for success. These questions break down the analytics that are the benchmarks for determining success for your company.

Do you collect/ track leads? Is there a system in place to track conversion and sales activity?



Customer Relationships: At what frequency are your sales representatives in contact with their current customers? How often are they bringing industry insights, new ideas, and creating new opportunities for your customers?



Congratulations! You're ready to enable your Salesforce!

By investing the time to create a sales enablement strategy, you are setting your sales team and your company up for great success! Only the amateurs tend to wing it. By tackling these critical steps to understanding and articulating your value proposition, your organization is well on its way to aligning on the process and the narrative for your teams to use to drive sales. This document should be re-evaluated on an annual basis, as an opportunity to refine and update as the market changes and your organization grows and pivots to accommodate.

Executing your sales strategy requires the right Communications Materials and Tools.

At Planet Studio, we recognize that no two companies, products, services, or customers are alike. We want to help you to develop best-in-class sales enablement materials and training programs. We work with many C-Suite teams at Fortune 500 companies to

synthesize, articulate, and package their vision for success. We create tools that make the sales pitch easy. We welcome the opportunity for a free consultation. We want you to be our next success story!

Sales Enablement Strategy Expertise



Agency Profile

For over 20 years, **Planet Studio** has been merging intelligence and inspiration. Our success is rooted in a unique blend of consulting and marketing, which means we create innovative design, branding and communications solutions that engage the hearts and minds of people. Our clients range from global giants, like Coca-Cola and The Home Depot, to start-ups that are looking for their first big break.

We are a full-service marketing agency that focuses on simplifying and streamlining messaging to communicate the essence of a brand. We've won many awards for branding and design, and are recognized for:

- Creating business-to-business opportunities with fresh insight and out-of-this-world thinking
- Engaging and inspiring people with elegant communications and tools, like apps, websites, and online resources
- Simplifying processes that allow brands to accelerate performance and reach their goals



Larnie Higgins
Founder, CEO



Anne Oller
Creative Strategy Director

★ **Bree Balogun**
Director of Accounts and Strategy



Company Stats

Founded: 1997
Atlanta-based

Web & Social Media

planetstudio.com
facebook.com/PlanetStudio
@planetstudio
_planetstudio
dribbble.com/PlanetStudio

Larnie is a designer, entrepreneur, and synthesizer. He has the powerful combination of design-thinking, entrepreneurial drive, and the ability to simplify the complex. The results are on-target, on-brand, and anything but ordinary. Thought leadership is often difficult to put into action, but for Larnie, it is intuitive. Taking complicated strategies and simplifying them into actionable items is his super power. Maybe it's his background as Art Director at The Discovery Channel or his passion for new technology that fuels continued exploration into new opportunities and trends for brand integration; maybe it's just innate. One thing is for sure; Larnie gets results.

Anne is the essence of strategic and conceptual creativity. Her career is rich with experience across a hybrid of traditional, experiential and digital marketing media. She can concisely connect research and consumer insights to brand strengths, creating communications and lifestyle connections that drive business growth while cultivating brand love. Her expertise spans many industries, focusing in B2B and B2C (both being H2H, human to human). Anne brings social anthropology and her natural curiosity to every challenge to uncover brand and business opportunity.

Bree Kellum Balogun, is a marketing enthusiast with distinct experience in developing integrated commercial programs for household-name-brands like Walmart, Chrysler, Jim Beam, and Kimberly Clark, among others. She is passionate about effectively helping brands of all sizes connect with their audience base by way of strategic planning and flawless execution. With nearly 13 years of agency experience, Bree's background includes creating and managing national commercial campaigns across various mediums such as TV, Radio, Out-of-Home, Digital and Social Media initiatives.