Ice. Blue. Sky.

Revenue Enablement Program:

Planning Guide

Why do you need this document?

The purpose of this document is to help you to create a revenue enablement program.

Why is it important?

The buying journey has changed with customers spending less time with sales reps, with an increasing shift to consumption models.

To remove friction from and positively impact the buyer journey and optimise Customer Lifecycle Value (CLV) we must shift from Sales Enablement to Revenue Enablement programs.

Step 1

Clearly identify the future state.

Desired Oucome

Customer Journey

What's different to today? What's not working today or not known?

Step 2

Analyse what is needed to deliver the outcome.

What needs to change? Where are the gaps?

- Roles, functions & competencies: who is effected & what is the gap?
- Who will I need to collaborate with, or get buy-in from to deliver this change effectively?
- Do I have the right tools, systems and processes to enable the change?
- What is the scale of the change & audience? What is the value of the service/product/impact on CLV?
- What data do I have & what is available to me to inform my decisions?

Understand where you can have the most impact, and use this to inform priorities and budget choices.

Step 3

Create enablement program to enable and positively impact the buyer and customer journey.

Define the digital and human touchpoints; what are the assets, training and support needed for each.

What is the right modality mix for enablement and scale?

Create a role-based enablement journey to support this, look to reuse and adapt assets to ensure consistency, reduce friction and optimise budget.

Mindset & reinforcement are critical elements.

Establish a cross-functional working group from sales enablement, marketing, customer success as appropriate and identify responsibilities.

Leading and Lagging Metrics:

Know when interventions are needed and identify success

Don't forget Buyer Enablement content and tools.