

WHERE DOES PROFITABLE GROWTH COME FROM?

THE STORY OF **SALES ENABLEMENT**

DAVID BAUDERS | CEO, SPA



SESSION GOALS

01

Define and simplify the concept of sales enablement

02

Identify enablement opportunities in distribution

03

Share a practical approach to an enablement strategy

A wide-angle photograph of a large, modern warehouse. The space is filled with tall, industrial metal shelving units (pallet racks) that stretch into the distance. These racks are densely packed with numerous cardboard boxes, some of which are stacked high. In the foreground, a yellow pallet jack is positioned on a smooth, light-colored floor. To the left of the jack, there are several wooden pallets, some of which are also loaded with boxes. The warehouse has a high ceiling with visible structural beams and lighting fixtures. The overall atmosphere is one of a busy, organized distribution center.

What challenges are
distributors facing?

PRESSURES & DISRUPTIVE FORCES



ECOMMERCE
GIANTS



Easy user interface



Low cost of sales



Bottom-dollar pricing



Near-instant delivery

Amazon's Prime Target: Your Business
Online giant's threat to distribution real but not insurmountable.
Ian Heller November 10, 2017 No Comments
More About: Distribution Trends / Ian Heller / Amazon / Distribution's Omnichannel Future

The Amazon Effect: Is Your Distribution Company at Risk?
33 Apr 2018 Written by Kate Kunkel

In a VALVE Magazine article from January of 2018, we discussed the effect that digitization is expected to have on the distribution business. The necessity of adding and adapting to digital technology and warehouse execution systems to meet customer expectations is one challenge. It was the area most distributors recognized would require important investments this year and for the foreseeable future.

However, the biggest disruptor to industrial distribution is what is being called The Amazon Effect. But it isn't just Amazon that is causing the disruption. There are many other internet competitors, like Alibaba, that are causing concern.

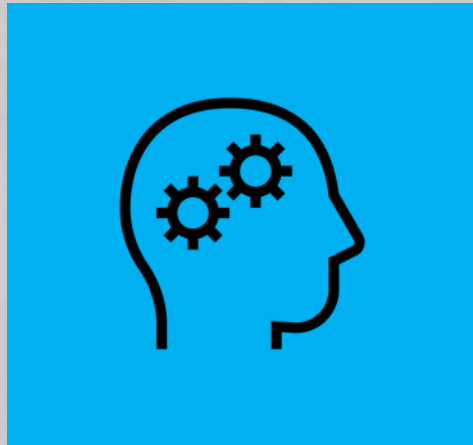
Some call Amazon Business a digital disruptor on steroids. Unlike traditional distributors who had to adapt to business in the 21st century by changing their business model from outside sales reps and faxed paper orders to online ordering, the entire Amazon platform was built in the digital space.

Built by and for the digital age, it offers many advantages including purchasing system integration and business-ready purchasing analytics. It also has hundreds of millions of products and purchasing approval workflow support. Amazon also has free two-day shipping and pallet shipping for consolidated order delivery.

The industry will likely get a clearer picture of Amazon Business's impact on distribution in 2018. But according to a survey by Modern Distribution Management, online competition includes larger competitors who can invest in technology, diving into the niche markets and disrupting pricing when they can't meet their sales goals. The move to price and margin erosion. This is in addition to competition from China, which is under government ownership creates a huge advantage.

But is distribution for the valve industry very different from gas producers, utility operators, petrochemicals? The industry, are going to entrust their business to Amazon? Would help with...

PRESSURES & DISRUPTIVE FORCES



CHANGING
BUYER JOURNEY



Self-education



Increasing buyer leverage

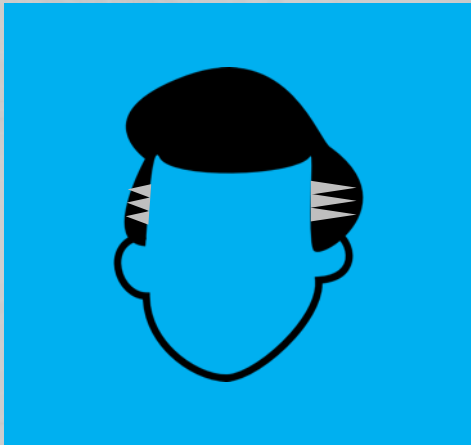


Reactive rather than proactive selling

Only 19% of buyers want to connect with a salesperson while researching a product.

60% want to connect only after they have a short list and are in the consideration stage.

PRESSURES & DISRUPTIVE FORCES



SALES
DEMOGRAPHIC
SHIFT



Loss of experience and “tribal knowledge”



Generational differences with incoming work force

8,112 views | Apr 10, 2017, 05:53pm
**Millennials Are Changing The
Way We Do Sales, And That's
Having A Domino Effect On Our
Workplace**

**Where Are the Millennial
Salespeople?**

What they want from a company and a sales job is different from wh
those of similar age in the past were looking for

BY JIM CORY, SENIOR CONTRIBUTING EDITOR | January 07, 2018





Q:

Are you feeling these pressures?

So what is
sales enablement?






“

Leave 'em alone and let them sell!

”

Leave 'em alone and
let them fly



A photograph of a United Airlines Boeing 747-400 aircraft, registration N17133, parked on an airport tarmac. The aircraft features the classic United livery with a blue and gold globe on the tail. Ground support equipment, including a truck with 'GG07' on its side and several service vehicles, are positioned around the plane. In the background, an airport terminal and a control tower are visible under a blue sky with scattered clouds.

Airlines Consider Everything:
Where to fly?
Who wants to fly there?
How much will they pay?
Who else is flying there?
How efficient is the airport?
Which aircraft should we use?
How often should we fly?

Profitable airlines
fly the **right customer**
to the **right destination**
on the **right schedule**
at the **right price**
using the **right aircraft**
with the **right staff**.





WHAT IS SALES ENABLEMENT?

Ensuring your sales team has the ability to
have the right **value-adding conversations**
with the right **customer** in the right **format**
with the right **purpose** at the right **terms**
and at the right **time**.



right conversations

right customer

right format

right purpose

right terms

right time

HOW?

The background of the slide features a silhouette of a person in a dark suit, seen from the back and side, looking out a window. The view outside the window is a city skyline at dusk or dawn, with buildings and lights visible in a blue-toned, slightly blurred background.

TOOLS

Insightful information, resources
and apps needed to work smarter

SKILLS

Soft skills are critical to performance
in today's marketplace

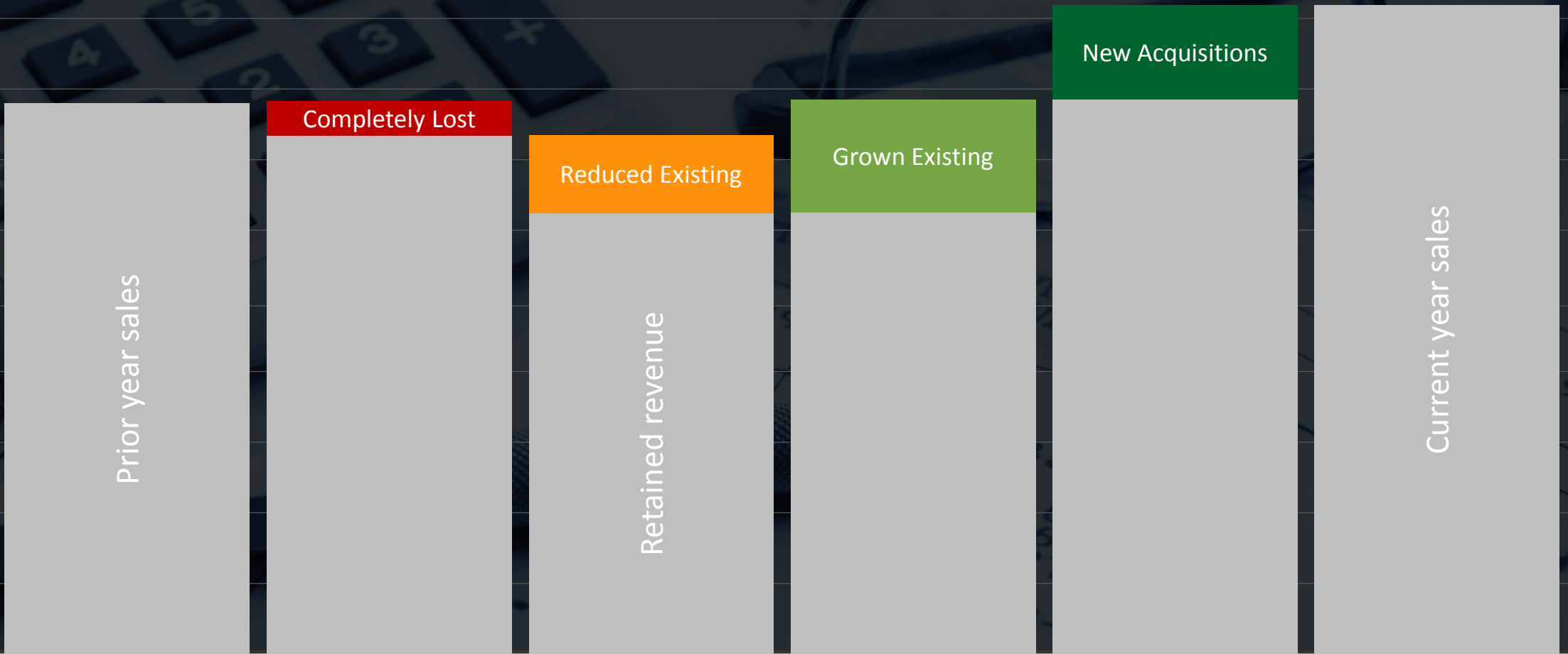


What does sales enablement have
to do with profitable growth?

What does sales enablement have to do with profitable growth?



What does **good** look like?



What does **not good** look like?



What does **sales enablement** have
to do with **profitable growth**?



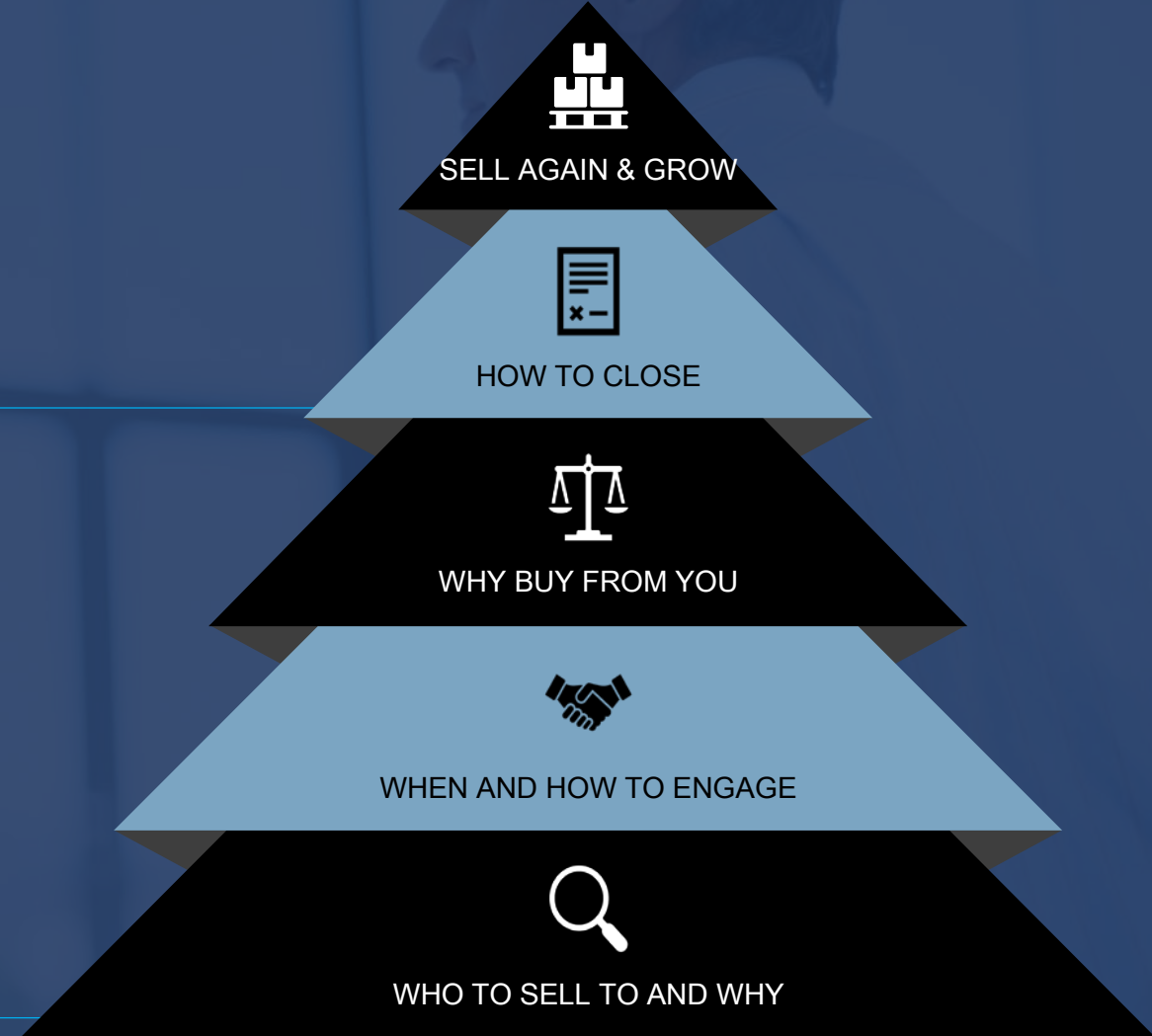
A man in a light blue shirt is shown in profile, looking out of a large window. The image is overlaid with a dark blue semi-transparent filter. The window has a grid pattern. The man's arms are crossed.

What **tools and skills**
do your sellers need?

SALES ENABLEMENT 101



Brainstorm: What **tools**
and skills do your sellers
need at each level?









A man in profile, looking out a window. The image is overlaid with a blue tint. The man is wearing a light-colored shirt. The window has a grid pattern.

Discuss:

What types of tools and skills did you identify?
Any areas with notable gaps?

How does your company stack up?

	INFORMAL 	FORMAL 	ADVANCE 
 SELL AGAIN & GROW	Spreadsheets	CRM	Revenue & Renewal Management
 HOW TO CLOSE	Word® Documents	eSignatures	CPQ
 WHY BUY FROM YOU	PowerPoint® Slides	ROI Calculators	Reference & Channel Management
 WHEN AND HOW TO ENGAGE	Phone & Email Cold Calling	Meeting Schedulers	AI Email Outreach & Buyer Portals
 WHO TO SELL TO AND WHY	Internet Search	Purchased Lead Lists	Predictive Lead Scoring

A group of six business professionals (three men and three women) are seated around a large wooden conference table in a modern office setting. They are all smiling and engaged in a discussion. The room has large windows in the background, and the floor is highly reflective. The image is dimmed to serve as a background for the text.

How can we adopt a sales
enablement strategy?

Who gets involved in sales enablement?

Sales
Management

Sales
Operations

Executive
Management

Product
Management

Marketing

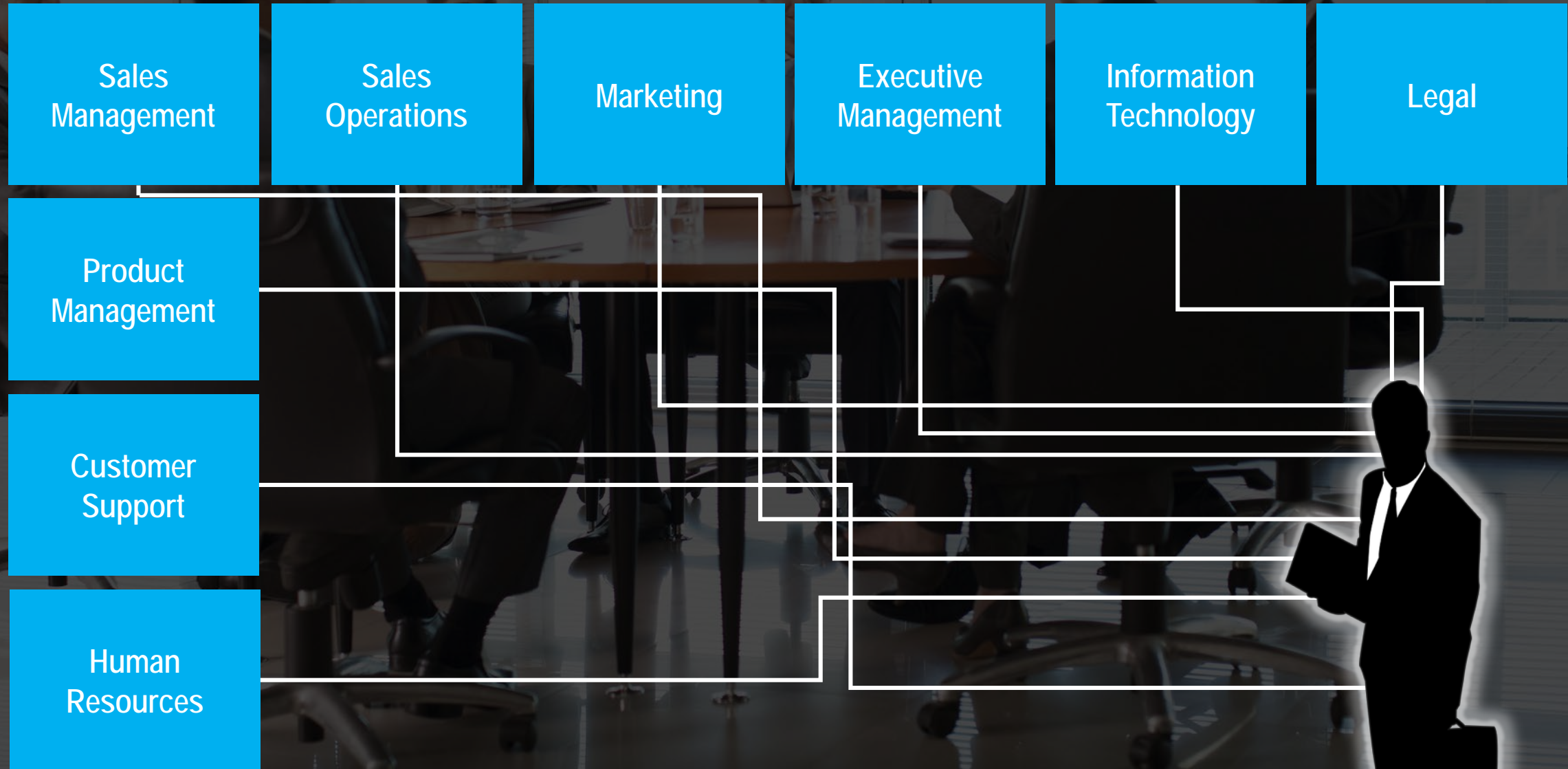
Information
Technology

Customer
Support

Human
Resources

Legal

Where does sales enablement fit?



Where does sales enablement fit?

Sales
Management

Product
Management

Customer
Support

Sales
Operations

Marketing

Executive
Management

Information
Technology

Legal

Human
Resources

[illegible]

Courtesy of VendorNeutral

NAW Sales Enablement Survey

Get a Free Copy of the NAW Sales Enablement Survey Report with Key Recommendations

The Digital Sales revolution will create industry winners and losers.

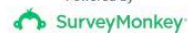
Take the survey and learn how you compare.

Get a free copy of the results along with recommendations.



Next

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See how easy it is to [create a survey](#).

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Sales Enablement Strategy Action Plan

01

Complete NAW Survey online; be objective and realistic

02

Create and analyze your own sales waterfall analysis

03

Assess your own gaps and make a plan for addressing

04

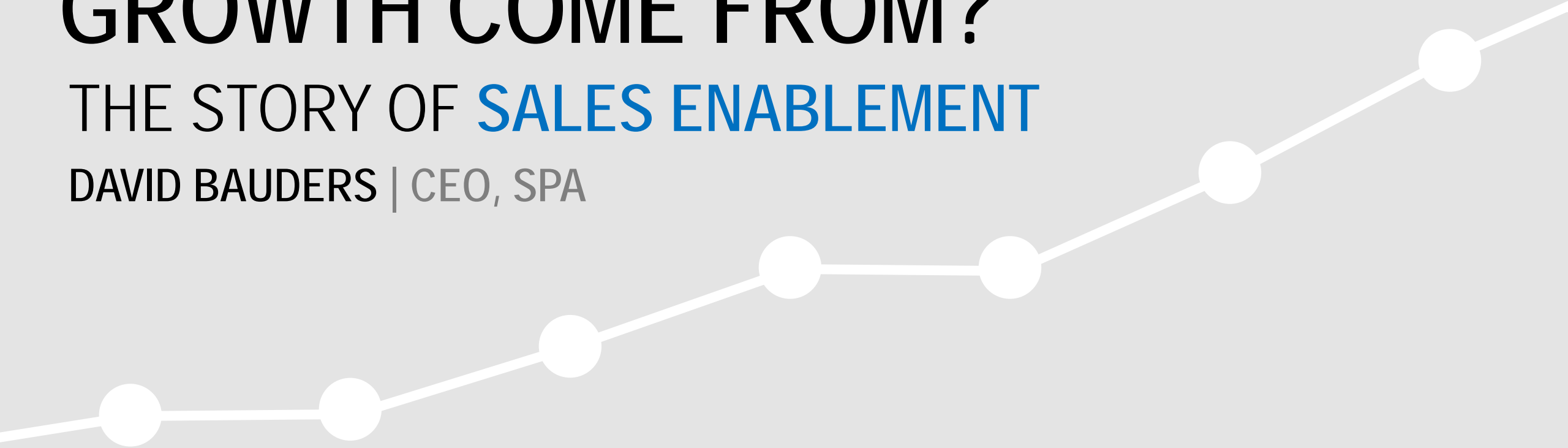
Explore options to address most immediate priorities

Courtesy of VendorNeutral

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QUESTIONS?