Sales Enablement Matrix Checklist

Strategy	Description	Tangible Examples	Expected Outcomes	Tools/Resources	Measurement Metrics
Onboarding	Comprehensive program for new hires to get up to speed	☐ Buddy system ☐ 30-day curriculum ☐ Bootcamp	• Faster productivity • Reduced ramp-up time	☐ LMS ☐ Onboarding software ☐ Buddy programs	☐ Time to first deal ☐ Ramp Time ☐ Onboarding Completion Rate
Ongoing Training	Continuous skill development and product knowledge	☐ Monthly webinars ☐ Quarterly certification ☐ Bi-annual retreats	• Enhanced skills • Up-to-date knowledge	☐ Webinars ☐ e-learning platforms ☐ Workshops	☐ Training Certification Pass Rate ☐ Training Attendance Rate ☐ Skill Improvement
Content Management	Organizing and delivering sales content effectively	☐ Digital sales playbook ☐ Regular updates with case studies ☐ Competitive analysis section	• Consistent messaging • Improved sales efficiency	☐ Content management system ☐ CRM integration	☐ Content Usage Rate ☐ Win Rate Improvement ☐ Sales Cycle Reduction
Data-Driven Insights	Using data to optimize sales strategies	☐ CRM analytics ☐ Performance dashboards ☐ Quarterly reviews	• Improved decision-making • Targeted strategies	☐ CRM ☐ Analytics tools ☐ Dashboards	☐ Conversion Rate ☐ Pipeline Velocity ☐ Win/loss ratios
Customer-Centric Selling	Focusing on understanding and solving customer needs	☐ Consultative selling training ☐ Customized value propositions ☐ Post-sale feedback loop	• Stronger customer relationships • Higher customer satisfaction	☐ CRM ☐ Customer feedback tools ☐ Training modules	☐ Customer Satisfaction Score (CSAT) ☐ Customer Retention Rate ☐ Net Promoter Score (NPS)
Alignment with Marketing	Collaboration between sales and marketing for unified efforts	☐ Bi-weekly alignment meetings ☐ Joint content projects ☐ Lead nurturing program	• Higher quality leads • Better campaign results	☐ Marketing automation tools ☐ Collaboration platforms	☐ Lead Quality Score ☐ Lead Conversion Rate ☐ Content Utilization Rate

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Technology Utilization	Leveraging sales tech for efficiency and effectiveness	☐ CRM best practices training ☐ AI tools for insights ☐ Regular tech audits	• Enhanced productivity • Streamlined processes	☐ CRM ☐ AI tools ☐ Sales tech stack	☐ CRM Adoption Rate ☐ Sales Tool Utilization ☐ Efficiency Improvement
Performance Coaching	Providing regular feedback and development for sales reps	☐ Weekly 1-on-1 coaching ☐ Call recording analysis ☐ Peer coaching program	• Improved individual performance • Skill development	☐ Coaching tools ☐ Call recording software ☐ Peer mentoring programs	☐ Performance Improvement Rate ☐ Call Quality Score ☐ Goal Achievement Rate
Competitions & Incentives	Motivating sales teams through contests and rewards	☐ Quarterly sales contests ☐ Spot bonuses ☐ Public recognition	• Increased motivation • Higher sales performance	☐ Incentive programs ☐ Performance tracking tools	☐ Sales performance Improvement ☐ Participation Rate ☐ Incentive Payout Efficiency
Content Accessibility	Ensuring easy access to up-to-date sales materials	☐ Centralized content repository ☐ Usage tracking system ☐ Mobile access	• Efficient content retrieval • Better sales presentations	☐ Content management system ☐ Mobile access solutions	☐ Content Accessibility Rate ☐ Content Usage Rate ☐ Content Effectiveness Score