



How to build an outcome-based enablement program

INTRODUCING

SaaSMe Inc

- Sales enablement manager
- B2B SaaS company
- 100 reps
- 1 enabler, looking to hire more
- Growing fast
- VC backed company (with VC-backed targets)

Outcome-Based Enablement

- **Outcome:** What are you trying to achieve?
- **Habit:** What do sellers need to do differently to get there?
- **Certification:** What do you need to validate reps can do before you release them to the wide world?
- **Program:** what do reps need to learn to pass their certification



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Outcomes

OUTCOMES

What to improve

- Examine data
 - Talk to sales leaders
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- Sales data found no problems
 - Sales leaders need deal size to increase

6 Exercises · 5 Milestones · 30 Days

- | | | |
|--------|--|---|
| Day 1 |  | Attend a training session on business value
Zoom session with Q&A |
| Day 2 |  | Listen to the best value-based selling calls
Listen to the best calls |
| Day 2 |  | Read an overview of where we offer value to businesses
Review the material used during the training |
| Day 4 |  | Quizzin' time
Do you understand the business value?
<i>Quiz Target: 100%</i> |
| Day 4 |  | Practice pitch
Record yourself pitching on value for your manager |
| Day 6 |  | Q&A Session
Ask your SMEs any burning questions you have |
| Day 12 |  | 50 call connects, 40 of which use the new talk track
Use the new talk track in the wild |
| Day 17 |  | Run 10 dicos without triggering the discounting keyword tracker
Can you sell the value over the price? |
| Day 22 |  | Create 5 opportunities over \$30K
Are you piping larger deals? |
| Day 30 |  | Close 1 deal over \$30K
Can you close larger deals? |



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Habits

HABITS

What to change

- Know the problem
how do we fix it?
-
- Right accounts, but lots of discounting
 - Talk track focused on price not value

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Certifications

CERTIFICATIONS

What to test

- What do we certify to see if our reps are prepared?
- Certify a new pitch based on messaging that focuses on value over price

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Programs

PROGRAMS

What to train

- What do our reps need to know how to do?
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- Train them how to sell on value
 - Train on how to handle objections and compete on value

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