



A Sales Approach to Priority-Centric Customer Narratives



Sales Enablement is evolving.

**Driving this evolution is the buyer.
The number of buyers is changing.
Their journey is changing.**

What will this mean for sales?

New Realities Triggering Sales Enablement

Sales teams today are in a period of transitioning. They are used to selling horizontally, selling to IT and selling product features and benefits. Their role is evolving now and at an accelerated rate because of changes in the technology industry, changing buyers and added personas, and the need for a more value-based or outcome-oriented approach.

When we talk about recession-proofing your sales enablement strategy, we infer that if you are ahead of the challenges laid before you, with solutions and tools that help you continuously evolve, then even as the industry changes or the market and economy alters you will be prepared to continuously shift without losing site of who your buyer is or is becoming.

STRATEGIC TRIGGERS

1. Industry

Many vendors are embarking on an industry strategy to become more consultative to buyers.

2. Persona

Line of business (LOB) buyers now form part of a buying committee that is multi-stakeholder and multi-persona.

3. Technology

New products or models are launched at an increasing rate to keep pace with changing market demand.

4. Macro Forces

A new trend is driving new demand for information and solutions, such as sustainability priorities or digital sovereignty.

5. Business Value

Buyers want vendors to focus on the return their solution provides and the challenges it solves.

Sales Enablement Starts with Education

Preparation for the conversations today's buyers want starts with an in-depth understanding of their reality

Research the market and industry

Inclusive and engaging conversations begins with preparation. Preparation begins with industry research, including trends and new strategic priorities, so that sales can connect buyers key use cases or strategic priorities back to your technology. Reps must also be educated on how new technologies are entering the market, how they are evolving, and how they can be applied to their customer's challenges.

Understand the LOBs

Sales needs to be able to hold a cross-functional conversation today. They need to address key customer challenges across a multiple stakeholder group, with varying personas. Education on lines of business and how functional LOB leaders contribute to the overarching strategy at the organization is vital to holding an effective conversation.

Interpret and quantify value

High impact conversations involve validated metrics that clearly demonstrate ROI generated by your solution. Sales teams need to be prepared by understanding this ROI and knowing the right qualitative value statements that trigger a response and engagement with today's buying committee.

61%

of sales reps are
not skilled at
selling to C-level
buyers



Source: IDC 2022 Outcome Selling Advisory IDC Survey on Value Selling Excellence

Introducing IDC's Sales Enablement Practice

Research, training and business value solutions specific to your markets to prepare sales teams and trigger buyer engagement.



Sales Enablement Drives Purchase Decisions

- ☑ Sales education creates a well-rounded sales rep that is able to confidently speak to the road blocks presented by the buying committee, by entering conversations with an in-depth market and technology understanding
- ☑ Insights and research prepare you for having challenging conversations around specific market opportunities, especially with C-level buyers
- ☑ Specific use cases become instrumental in engaging with various personas in a multi-stakeholder buying committee
- ☑ Outcome-oriented conversations, specifically those centered around ROI and business value, remove doubt and hesitancy in purchase decisions

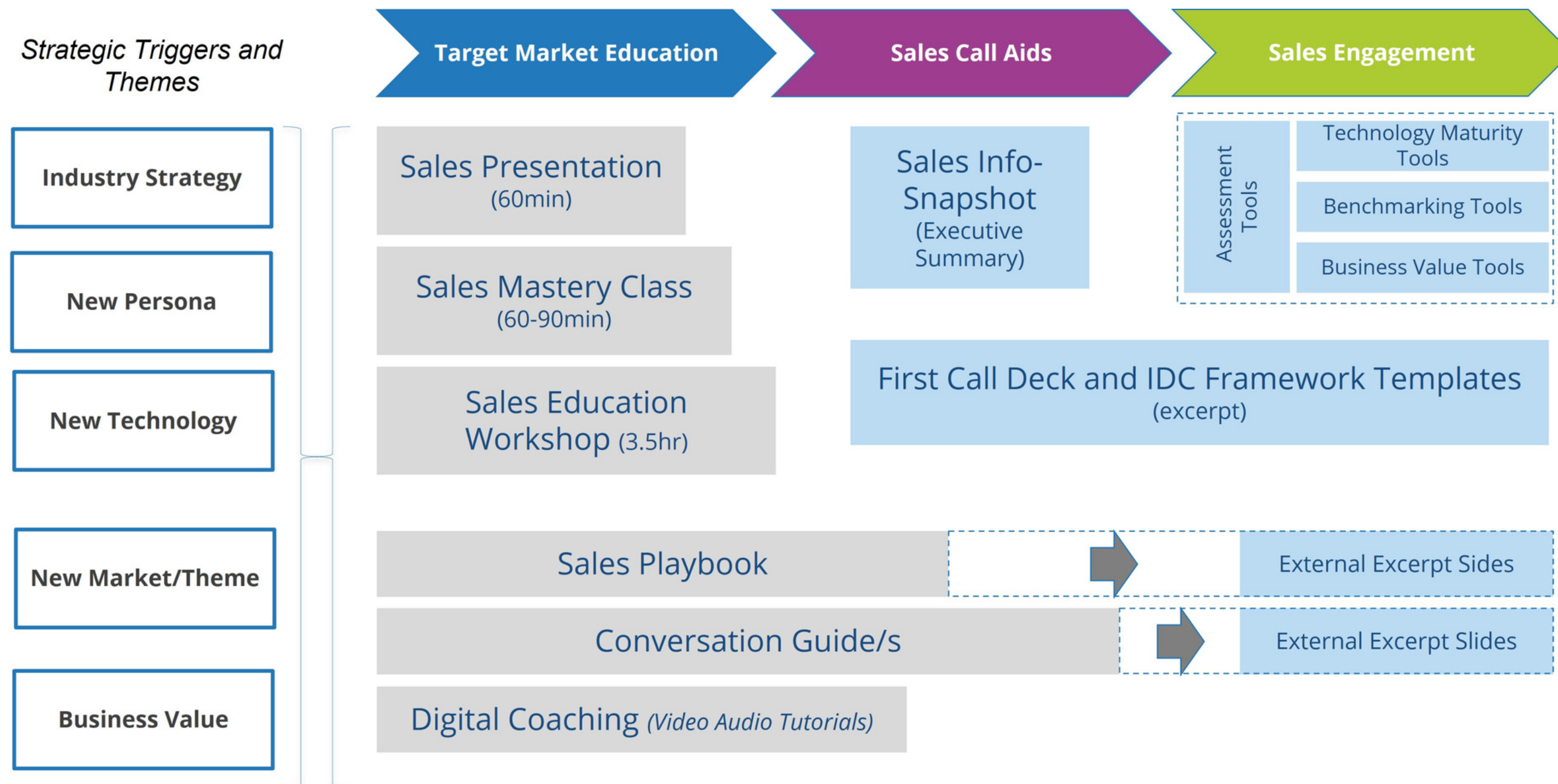


49%

of tech sellers state pipeline development and issues finding qualified buyers are a challenge

Define your Sales Enablement Program

IDC's Sales Enablement program enables your direct sales teams, as well as your partners, to link your value proposition to target persona priorities. Leverage IDC's latest technology, industry and business trends and insights, that will open doors and close business.



IDC's foundation of research and insights spans technologies, geographies, and industries, augmented with expertise across strategy, sales, marketing, business measurement and sales enablement to deliver lasting business growth.

Book your complimentary consultation with us today to discuss your sales enablement strategy and gaps: <http://bit.ly/3XoH6Em>

