HOW TO MASTER
VIRTUAL ENABLEMENT
ENABLEMENT LEADERS: NOW IS YOUR TIME TO BE HEROES.

The world is going digital like it never has before, and yet quarterly quotas remain — as does the expectation for superior customer experiences.

For enablement practitioners everywhere, now is the time to rise to the occasion — support your sales team, ensure training and content land internally, and drive engagement externally.

Whether you call it virtual enablement, remote enablement, or something else entirely, here are four ways to keep your teams engaged while continuing to elevate every customer conversation.

77 percent of today’s business customers feel that technology has significantly changed their expectations of how companies should interact with them.²
STREAMLINE CONTENT AND COMMUNICATIONS

Streamlining communication across departments is crucial. Many teams may not be as prepared to work remotely as sales is, nor do they have an enablement team to help curate information. This often leads to sellers being bombarded on email, Slack, and other channels.

A single source of truth for content and resources is more important than ever before. You can’t drop by a colleague’s desk when everyone’s remote, which presents a unique opportunity to redefine how your people find and consume information.

“...

My team is supporting leaders in our organization to share content in a structured way. We hold weekly department meetings, working with other teams to ensure that the information shared with our sellers comes through the right channels, at the right time.

-Alex Whisenhunt
Sales Enablement Manager
Dialpad
For Highspot customers, this comes to life in the form of Spots and SmartPages.

From uploading current policies around working remotely to adding an RSS feed with the latest health and safety updates to building plays that help sales teams know what to know, say, show, and do in every unique customer conversation, Spots and SmartPages enable the creation of an internal knowledge hub where content and guidance come together.
HELP YOUR TEAM HELP YOUR CUSTOMERS

We’re all people first, professionals second. In times of crisis and change, a little empathy goes a long way. For your salespeople, this means being the trusted advisor that customers can count on.

With the majority of people working from home, genuine connection becomes even more important. Many teams are seizing the opportunity to talk to customers differently, get creative with technology, and bring a human touch to every engagement.

Instead of emailing prospects, our reps save the video recordings within Highspot, pitch the videos through the platform, and then receive engagement analytics about their prospects’ access to the videos.

-Jordan Zornes
Director of Sales Enablement
People.ai
BRING VIRTUAL TRAINING TO LIFE

In the age of virtual enablement, get ready to train flexibly and creatively.

Start by soliciting direct feedback, and then iterate your program to reflect the way your trainees learn best — balancing workshops, simulations, self-led activities, and presentations.

Then, reinforce comprehension by following up with links to training resources, issuing challenges of the day that require referencing materials, and providing online forums where trainees can ask questions and feel confident knowing they have the consistent support they need to succeed.
If you haven’t already met your CMO’s dog, you will soon.

We may be physically farther apart, but some teams are using the new remote reality as an opportunity to become closer. From virtual happy hours to Zoom open office hours, leaders are prioritizing team bonding, because keeping connections strong isn’t just important for morale — it’s table stakes for collaborative, global go-to-market teams.
BECOME THE UNEXPECTED HERO

If you don’t think you have the superpowers you need to support your team in the new digital reality, think again. In the words of real-life Superman Christopher Reeve, “A hero is an ordinary individual who finds strength to persevere and endure in spite of overwhelming obstacles.”

As we continue to navigate these changing times together, we’ll be providing firsthand knowledge about our own experience with virtual enablement — what’s working, what’s not, and how we keep evolving.

#RepsLoveHighspot