Streamz AI

ALWAYS-ON
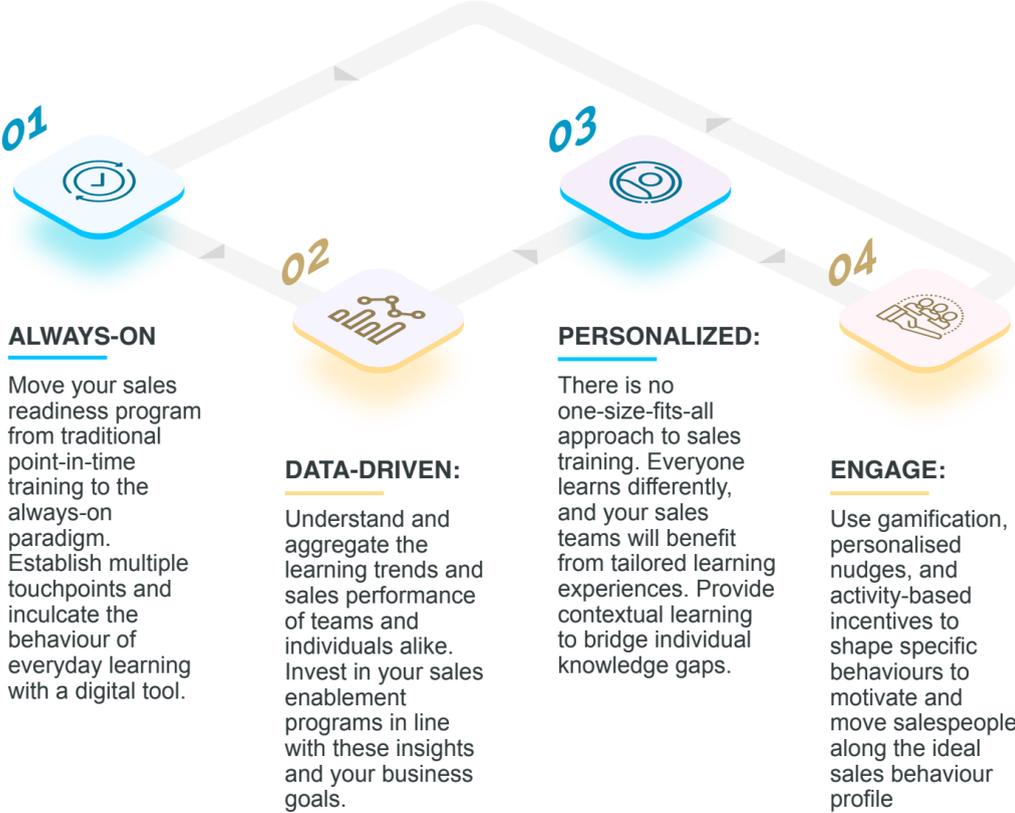## SALES ENABLEMENT & READINESS FRAMEWORK

Are you struggling to ensure that your distributed sales teams are always *sales-ready?* We bring you this 4-step sales enablement framework *that will help you effectively reduce churn and drive quota attainment for your core salespeople.*

SALES TRENDS*
That warrant this framework

05.
It takes an average of *3.2 months* for new salespeople to ramp to full productivity.

04.
60-70% of the buying cycle is spent on online research and peer validation.

03.
43% of the sales reps do not understand their own products or services.

06.
Only *40% of developed products* make it to market and of that 40%, only 60% generate any revenue.

02.
57% of the sales leaders said their organisation's sales model would be a hybrid one in the coming year.

01.
In 2021, *64% of the sales leaders* who transitioned to remote selling met or exceeded their revenue targets.

THE ALWAYS-ON SALES ENABLEMENT AND READINESS FRAMEWORK

01
ALWAYS-ON
Move your sales readiness program from traditional point-in-time training to the always-on paradigm. Establish multiple touchpoints and inculcate the behaviour of everyday learning with a digital tool.

02
DATA-DRIVEN:
Understand and aggregate the learning trends and sales performance of teams and individuals alike. Invest in your sales enablement programs in line with these insights and your business goals.

03
PERSONALIZED:
There is no one-size-fits-all approach to sales training. Everyone learns differently, and your sales teams will benefit from tailored learning experiences. Provide contextual learning to bridge individual knowledge gaps.

04
ENGAGE:
Use gamification, personalised nudges, and activity-based incentives to shape specific behaviours to motivate and move salespeople along the ideal sales behaviour profile

KEY ENABLERS OF ALWAYS-ON SALES ENABLEMENT

SALES OPTIMIZED CONTENT

'Slice' content into *trainable, digestible knowledge nuggets* for any time learning, reference, and customers interactions

STREAMZ TIP

Make your content continuous and interactive

Reinforce information by providing explanations

Use a mix of templates to convey information

AUTOMATED KNOWLEDGE CHECKS

Automated distribution of assessments, at intervals set by you, to *gain visibility into organizational competency.*
Best time to run Knowledge Checks is:

STREAMZ TIP

Leading up to a new product launch

After every sales training weekly

After onboarding to benchmark skill level

Periodically based on your competency matrix

SALES GAMIFICATION

Reward positive sales behaviours and energize learning with *contests, leader boards, badges, and rewards*

STREAMZ TIP

Successful contests play on emotions (social, intrinsic, extrinsic, loss-avoidance)

Set up multiple winnable milestones and provide instant gratification

Visibility into contest rules, user's progression, actions, awards, and leader board is key

*01. Hubspot   02. Hubspot   03. LinkedIn   04. LinkedIn   05. Xactly   06. Insights Association