

SECRETS TO THE MOST SUCCESSFUL

# SALES ENABLEMENT

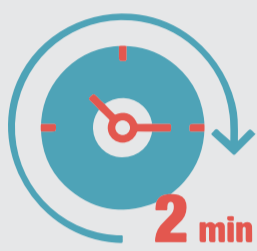
An increase in competition has created a priority in enhancing sales productivity and performance. As we plan forward, the ability to rapidly and measurably create sales skills and knowledge will deliver critical differentiation to companies.

**We share our secrets for sales enablement success.**

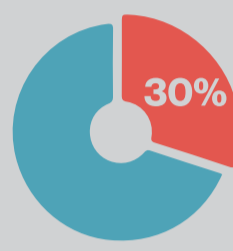
## The Problems



Only 2 in 10 sales reps are able to **accurately replay** key brand messages.



Reps spend **2-3 minutes per session** on mobile learning content.



30% of your sales team continuously change.

**20%**

Sales reps will retain about 20% of information after the **first 30 days**.



Companies spend up to **6 months** in creating a 1 hour course.



Only **one-third** of all organizations are able to measure sales enablement outcomes.

## The Solutions

### 1. DEFINING AND SETTING THE BASELINE

Measure sales readiness and set objectives that all stakeholders can work towards.

### 2. DRIP-FEED THE KNOWLEDGE

Understand how your sales reps learn and share bite-sized information at regular intervals.

### 3. REFRESHING BY GAMIFICATION

Make training fun with contests, rewards, and leader boards to motivate your sales reps.

### 4. ADD A PERSONAL TOUCH

Use deep tech (AI) to deliver personalised messages and nudge them to perform better.

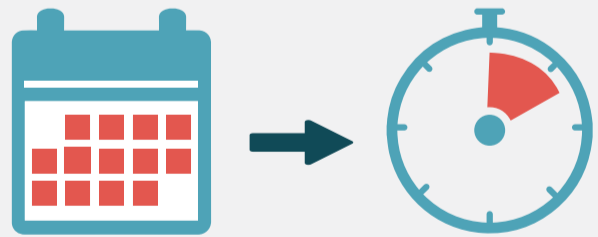
### 5. KNOWLEDGE CHECKS

Predict sales readiness, knowledge retention and provide content recommendations continuously.



## The Outcomes

Using **Streamz** reduces content onboarding time from months to minutes.

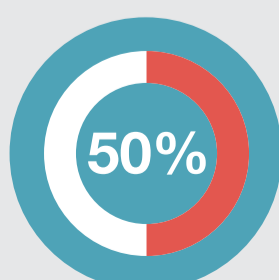


Learning Interventions sustain an **80% higher engagement** level for monthly active users.

**300% improvement** in sales is achieved with Continuous Measurement Continuous Improvement (CMCI) framework for sales readiness.



**20** times more active



Sales reps in a **gamified environment** are 20 times more active and 50% more product confident.