

ENABLEMENT **CHARTER**

CRO OR EQUIVALENT:

SALES ENABLEMENT LEADER:

DATE LAST UPDATED:

YOUR MISSION STATEMENT

**WHY HAS YOUR BUSINESS
INVESTED IN SALES
ENABLEMENT?**

WHAT SERVICES ARE YOU PROVIDING?

WHAT CORE SERVICES ARE PROVIDED AS PART OF YOUR SALES ENABLEMENT INITIATIVES? ARE YOU:

- COLLABORATING WITH SALES OPERATIONS TO STREAMLINE SALES PROCESSES
- DELIVERING CONTINUOUS LEARNING TO THE CUSTOMER-FACING ORGANIZATION ON CRITICAL CORE COMPETENCIES INCLUDING SALES SKILLS, YOUR VALUE PROPOSITION, YOUR COMPANY'S PRODUCTS, ETC?
- DELIVERING COACHING SERVICES?
- PROVIDING CONTENT MANAGEMENT, CREATING RELEVANT CONTENT AND/OR CURATING THE RIGHT CONTENT IT FROM AROUND THE ORGANIZATION?
- DEVELOPING AND/OR MANAGING TOOLS?
- FACILITATING SALES AND MARKETING ALIGNMENT THROUGH REGULAR-SCHEDULED MEETINGS?

WHO ARE YOU SUPPORTING?

ARE YOU LOOKING TO SUPPORT ANY OR ALL OF THE FOLLOWING ROLES?

- THE ENTIRE SALES ORGANIZATION AND ALL SALES PROFESSIONALS CONTAINED WITHIN IT (INSIDE, OUTSIDE)?
- ARE SALES MANAGERS A SPECIFICALLY SUPPORTED GROUP?
- PARTNERS?
- PRESALES ENGINEERS
- MARKETING
- AND SO FORTH.

HOW IS ENABLEMENT FUNDED?

**ULTIMATELY, YOU WANT TO CONTROL YOUR OWN BUDGET, BUT THE REALITY IS THAT MOST ENABLEMENT TEAMS DO NOT.
WHO IS FUNDING YOUR EFFORTS?**

- SALES?
- OPERATIONS?
- MARKETING?
- PRODUCT MANAGEMENT?
- HR OR L&D?

HOW WILL YOU MEASURE SUCCESS?

WHICH MIX OF LEADING AND LAGGING INDICATORS WILL GUIDE YOUR PROGRAM?

- CONTENT CONSUMPTION?
- PEOPLE BEING TRAINED?
- TIME TO FIRST DEAL?
- WIN RATE %?
- CHURN REDUCTION?