

Welcome to our world.....

Companies with dynamic sales coaching programs achieve 28% higher win rates and improve quota attainment by 10%

CSO Insights

Firms that provide an optimal amount of coaching realize 16.7 percent greater annual revenue growth.

Sales Management Association

Sales coaching done well is clearly a powerful tool and that's where we come in.

e4enable helps sales leaders harness the power of sales coaching by embedding simple to execute, manager-led, data-driven coaching into their sales operating rhythm.

We support sales leaders to make a coaching first culture a reality, taking away the subjectivity, intensive admin and lack of structure that often turn 1-2-1s into deal inspections and forecast reviews and replacing them with structured, transparent and data-driven conversations that are proven to impact sales rep performance and results.

We support sales enablement professionals to identify skills gaps, focus resource and investment in the areas that will make a difference and measure the results of their activity, bridging the gap between enablement and sales and moving away from old-fashioned 'push' enablement that can result in inconsistent, impersonal and wasted activity.

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"It's kind of like a "big magnet" that pulls all of the sales coaching conversations, agreements, objectives together – so it becomes easy to manage, and is an enjoyable & consistent process - that's the way we got these good habits to stick."

Elia Giovanni, Director of Sales Enablement, Apogee Corporation

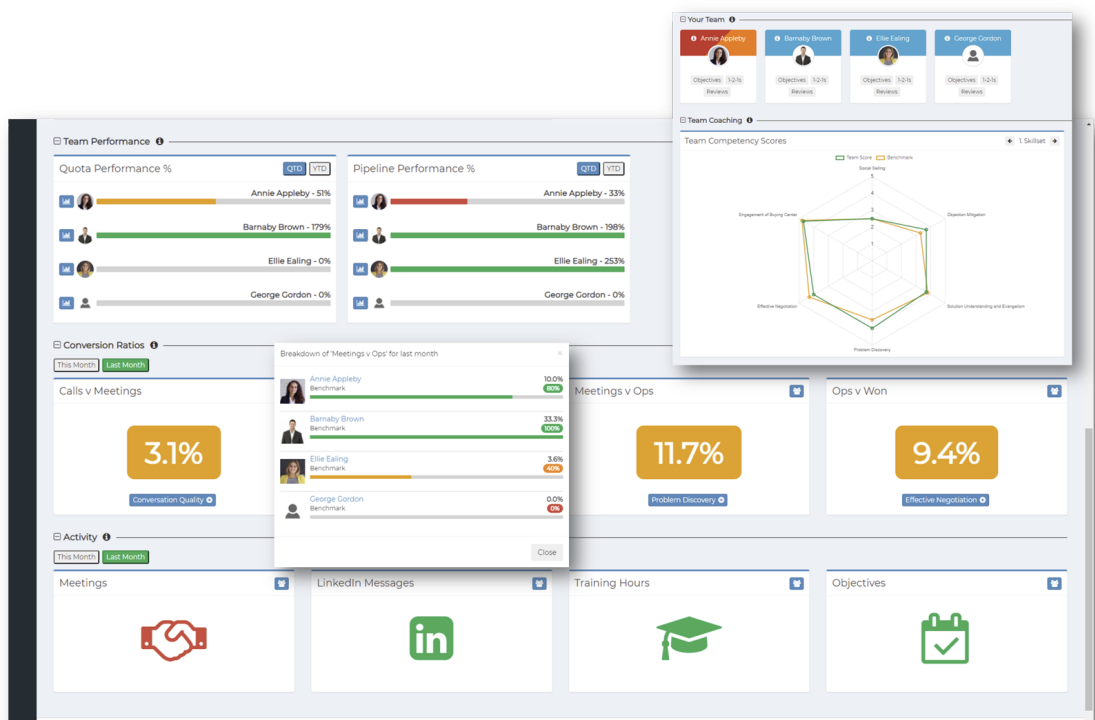
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How do we do it?

Define what good looks like for your sales team

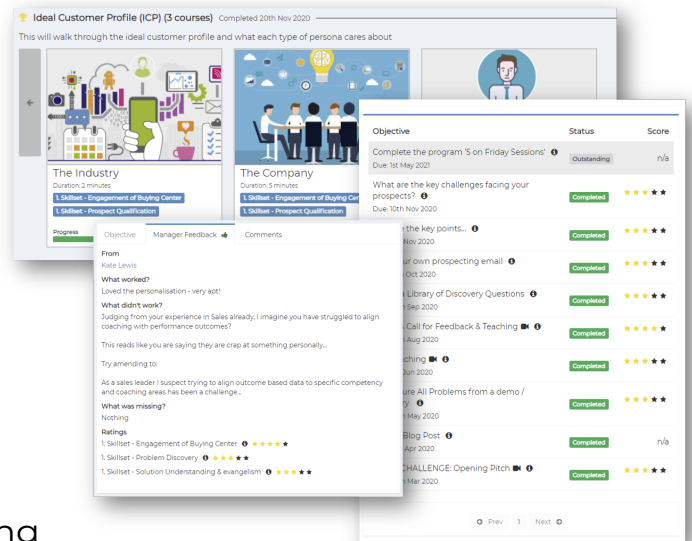
By putting a sales competency framework at the heart of our platform and the customer's sales team, we create a consistent data-driven framework to guide and focus coaching and development.

We integrate seamlessly with the sales tech stack, pulling key information from the customer's CRM, call intelligence software and LinkedIn Sales Navigator to name but a few. This means that we can easily align competencies to outcomes and the appropriate sales metrics in one place, without any admin. This means we can set individual goals and objectives, track performance and identify skills gaps at a glance.



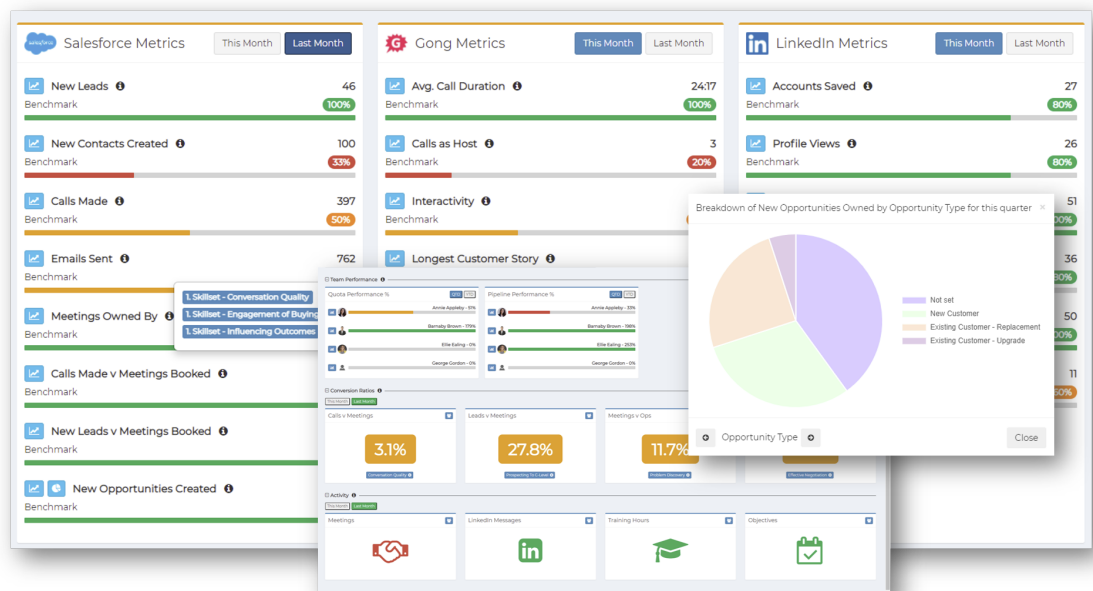
Develop your sales team

A 360 degree view of all the data points removes subjectivity and enables sales leaders to pinpoint areas of focus that will drive improvement. Our platform allows customers to create, action and feedback on coaching objectives set and scorecard against the competency framework. Managers can review training and assessments completed for specific competency improvement and set video challenges and pitch backs to assess knowledge and embed new skills. What's more, we can help leverage the value of a customer's LMS, aligning with their learning and onboarding programmes.



Measure the outcomes of your coaching and enablement

According to Sales Enablement Collective, one in ten respondents have no enablement metrics at all to share within their organisation which is an alarming statistic given how much we know enablement can directly impact revenue. Our platform puts the enablement programme at the heart of the sales operating rhythm, bridging the age-old gap between sales and enablement. It allows enablement teams to monitor engagement in the content as well as track individual competency improvements and the impact of the activity on leading indicators and results.



The results speak for themselves...

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Tracking sales competencies and coaching conversations in word documents and excel was impossible to scale and we had no way of knowing it was being followed. Now we have complete visibility for leadership and sales people on where they stand against goals and transparent action plans that I know are being followed.

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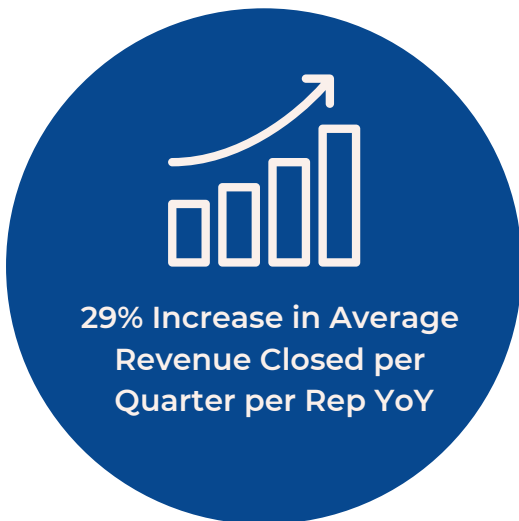
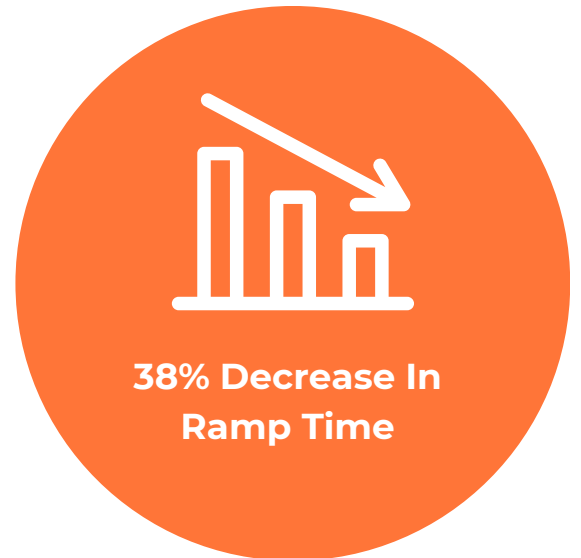
Chief Revenue Officer, SaaS Security Platform

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As a leadership team, using e4enable has meant that we are much better equipped to focus upon the development of our people and I'm delighted (but not surprised) to say that the business results are looking after themselves.

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Chief Revenue Officer, Cybersecurity Company



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This is outstanding and will transform my ability to manage and measure my team and in turn make them better, well rounded salespeople.”

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Sales Leader, Managed Service Provider