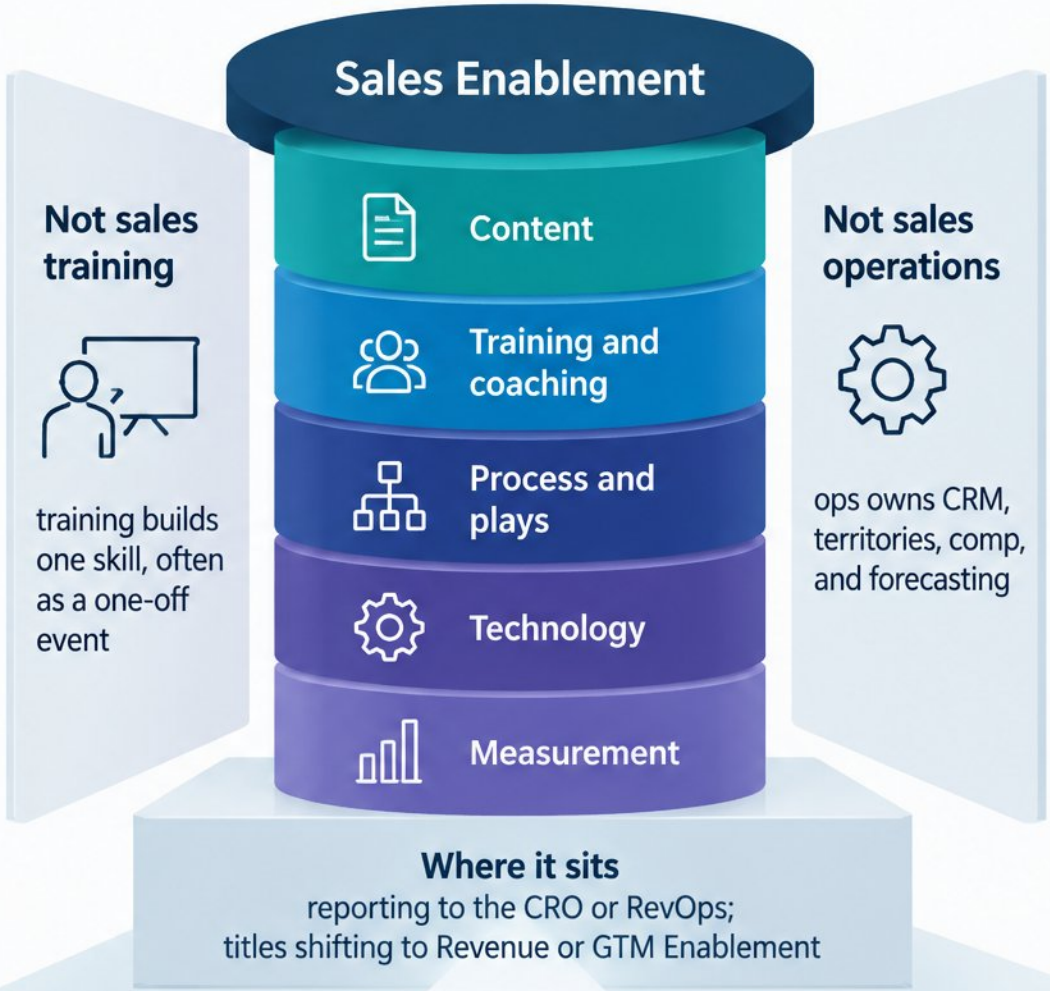
How to Get Into Sales Enablement:
A Practical Workflow

- A realistic career move for salespeople, trainers, content operators, and switchers
- A step-by-step workflow: self-assessment to your first 90 days
- Structured as a personal roadmap you can follow page by page
- Myth check: enablement is not just training
- Prior enablement experience is rarely required to enter



What Sales Enablement Really Is (and Isn't)

- **The support system behind every seller:** onboarding, training, coaching, content, analytics, technology
- **Five pillars in practice:** content, training and coaching, process and plays, technology, measurement
- **Not sales training:** training builds one skill, often as a one-off event
- **Not sales operations:** ops owns CRM, territories, comp, and forecasting
- **Where it sits:** reporting to the CRO or RevOps; titles shifting to Revenue or GTM Enablement



Who Enters the Field — and From Where

- About two-thirds of enablement pros come from sales roles
- Others arrive from marketing, L&D/training, and sales operations
- Sales: rep credibility, objections, pipeline → onboarding trainer or playbook owner
- L&D: adult learning and instructional design → onboarding management
- Marketing/ops: messaging, buyer psychology, data → content strategy or analytics
- Hiring managers value evidence of behavior change over background

Different Experiences. A Stronger Enablement Community.

Sales



rep credibility, objections, pipeline → onboarding trainer or playbook owner

→

L&D



adult learning and instructional design → onboarding management

→

Marketing/ops



messaging, buyer psychology, data → content strategy or analytics

→

Enablement Impact



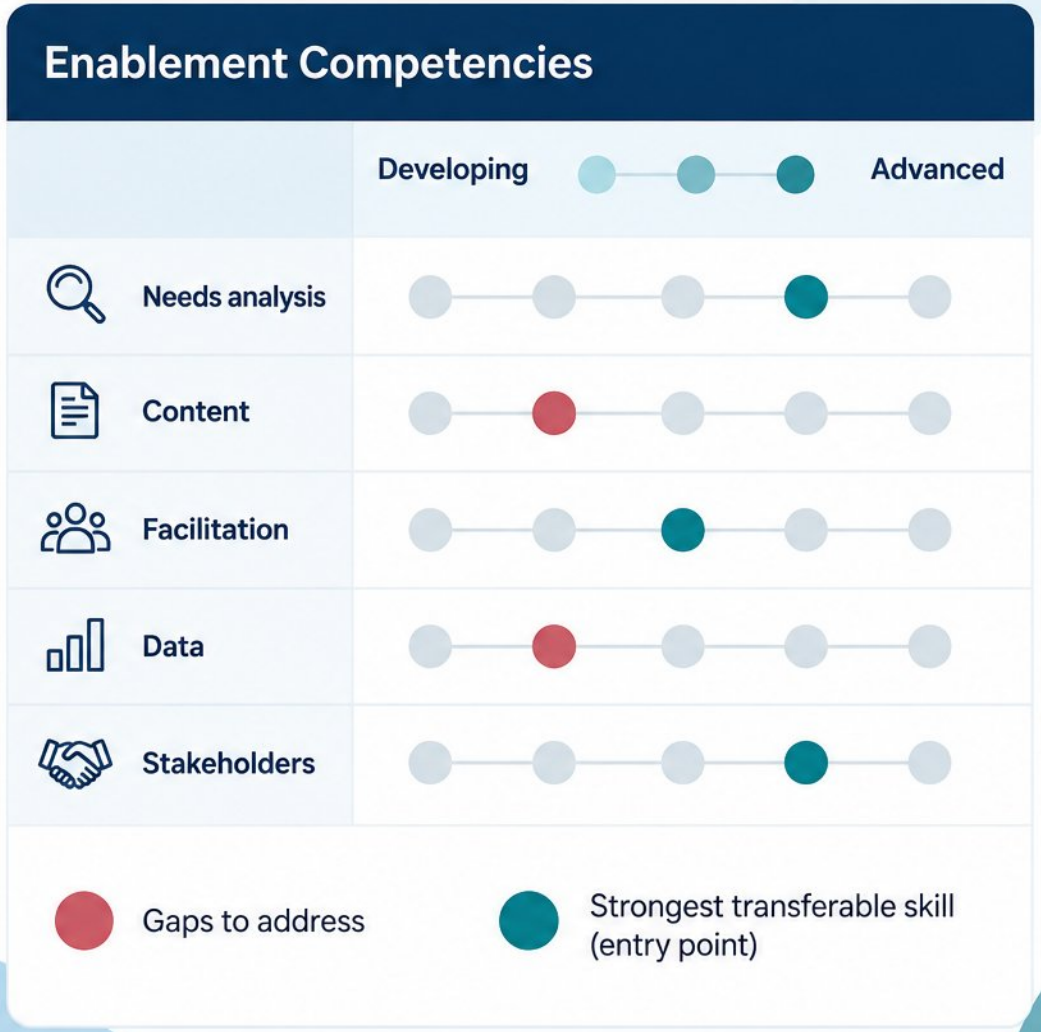
Hiring managers value evidence of behavior change over background

Assess Your Fit:
Transferable Skills and Gaps

TURN
EXPERIENCE
INTO IMPACT

- Map current work to enablement competencies: needs analysis, content, facilitation, data, stakeholders
- Turn each example into a short story: problem, action, adoption signal, result
- Self-rate every competency from Developing to Advanced; flag your two biggest gaps
- Pick a realistic entry point based on your strongest transferable skill
- Hiring managers want proof of behavior change, not job titles





Map the Roles and the Career Ladder



Entry titles: coordinator, specialist, content strategist, sales trainer, manager

Progression: coordinator (0–2 yrs) → specialist (2–5) → manager (5–8) → director (8+)

Entry base pay ~$76K–$130K; US managers commonly $100K–$139K

Revenue enablement titles pay a premium over sales enablement

Easiest entry: coordinator/specialist, first enablement builds at 100–500-person companies

Build the Skills:
A Focused Learning Plan

- **Entry skills:** content creation, CRM fluency (Salesforce/HubSpot), training design, cross-functional communication
- **Know the stack categories:** CRM, LMS, content, conversation intelligence, analytics, AI coaching
- **Free starts:** HubSpot Academy certification, Coursera beginner course, Spekit Scaling Sales
- **Paid when ready:** SEC Core, Highspot certification, Revenue Enablement Society CREP
- **60–90 day plan** with one artifact per skill, not just course completions



Prove It: Portfolio Projects That Get Noticed

- Hiring managers want evidence of behavior change — show the artifact
- Build a 30-day onboarding plan, battlecard, or call certification rubric
- Remove confidential data; structure and judgment beat design polish
- Internal route: volunteer for onboarding, battlecards, or product training
- Package each project with problem, design choices, and adoption signals

30-day onboarding plan



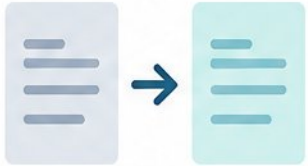
Battlecard



Discovery coaching checklist



Before-and-after content audit



Call certification rubric



Internal volunteer project



Position Yourself: Resume, LinkedIn, and Community

- Reframe past work into enablement language: name competencies, not old titles
- Quantify every bullet: ramp time, content adoption, certification pass rates, call-score change
- LinkedIn: keyword-rich headline, buyer-oriented About, Featured portfolio artifacts
- Join enablement communities: Sales Enablement Collective Slack, Revenue Enablement Society, LinkedIn groups
- In informational interviews, ask how they measure success and what they'd build first



Interview and Land the Role

PREPARE
DEMONSTRATE
CONTRIBUTE
SUCCEED

1. Presentation or Teach-Back



2. Case Prompt

Onboarding Plan, Battlecard



3. Portfolio Work-Sample Walkthrough

Diagnosis, Design, Manager Reinforcement, Measurement



4. Evaluate the Offer

Scope, Manager Quality, Team Maturity, Data Access



- Expect a presentation or teach-back, plus case prompts: onboarding plan, battlecard
- Be ready on diagnosis, measurement, and handling skeptical sales leaders
- Walk through a portfolio project: diagnosis, design, manager reinforcement, measurement
- No direct experience? Point to artifacts and adoption signals, not aspiration
- Evaluate offers on scope, manager quality, team maturity, and data access
- Ask: How is enablement success measured here?



First 90 Days: From Hired to Productive

BUILD · ENABLE · DRIVE IMPACT



Days 1–30

Listen and learn — interview leaders, managers, top reps, RevOps, and product marketing

Days 31–60

Ship one practical program with a measurable adoption signal

Days 61–90

Report adoption first, downstream movement second — completion, pass rates, call scores

Work through frontline managers; enablement fails when they're treated as spectators

By day 90: one visible quick win, a manager reinforcement rhythm, and an impact readout

Workflow and Action Plans by Audience Segment

Different backgrounds. A shared path to enablement.

One workflow.
Multiple paths.

Salespeople

- Salespeople: lead with deal credibility; build a coaching or onboarding artifact

Trainers & L&D

- Trainers & L&D: add sales context—quotas, deal cycles, buyer psychology—and design an onboarding module

Content & marketing

- Content & marketing: learn the sales process; build a content audit and live-use battlecard

Career switchers

- Career switchers: start with an internal project, then target coordinator/specialist roles at first-time enablement builds

One-page plan per segment:
two artifacts, target titles, 90-day learning plan, outreach list

Common Pitfalls and How to Avoid Them

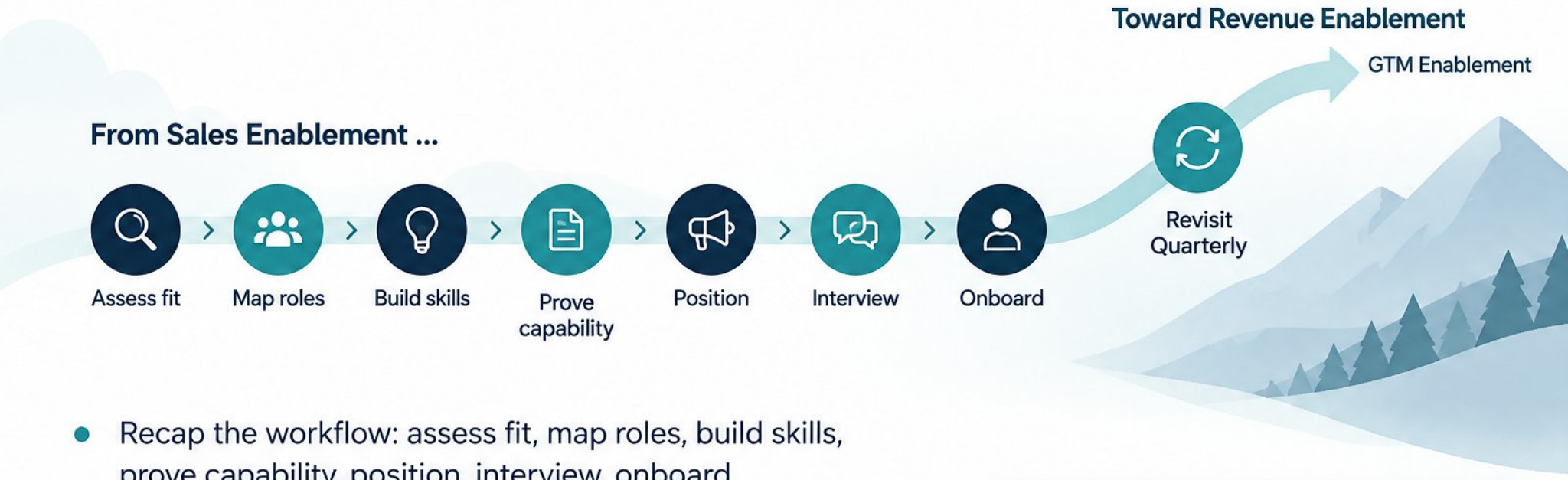
Building content libraries nobody uses — ship the smallest useful version first	
Treating enablement as "just training" or IT for sales — it's behavior change, measured	
Claiming revenue impact from completion data — report adoption separately, name sample limits	
Promising fixed ramp times before knowing the role, experience, and readiness definition	
Chasing certifications without artifacts — a portfolio project outranks a course list	

Reflection and Self-Check

- Which past project already tells a problem–action–adoption–result story?
- Which one competency gap will you close in 60 days — and what artifact proves it?
- Which two target titles and three target companies fit your strongest skill?
- What one internal enablement-adjacent project can you propose this month?
- What is your honest measure of success for the first 90 days?



Next Steps and Continued Development



- Recap the workflow: assess fit, map roles, build skills, prove capability, position, interview, onboard
- Keep learning: Sales Enablement Collective, Revenue Enablement Society events, HubSpot Academy refreshers
- Log every artifact and adoption signal in a running portfolio
- Revisit the workflow quarterly as your scope grows toward revenue enablement
- Do this one action this week: pick one artifact, one community, one conversation

This Week: Take One Action

One artifact

One community

One conversation

PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/595d6080/public