

Sales Enablement Framework: Components and Application

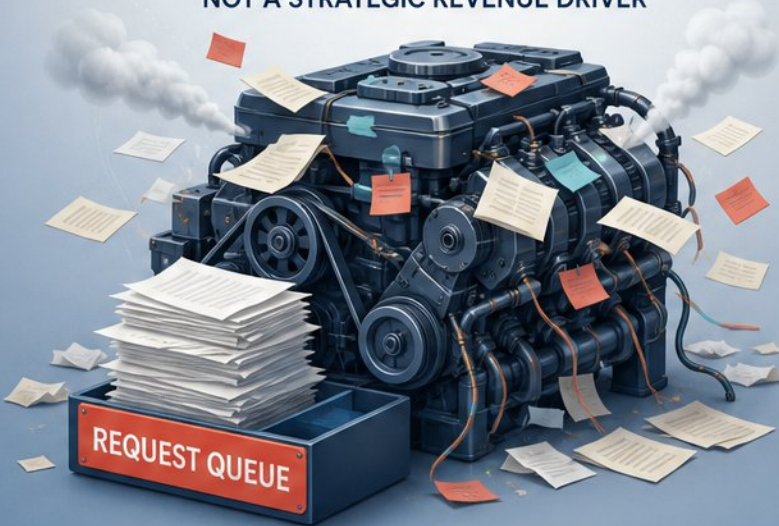
- Equips reps with content, training, coaching, tools, and data
- Differs from sales ops, sales training, and marketing enablement
- Structured framework drives alignment, scalability, and predictable outcomes
- Agenda: strategy, content, training, coaching, technology, and metrics



Why Sales Enablement Needs a Framework

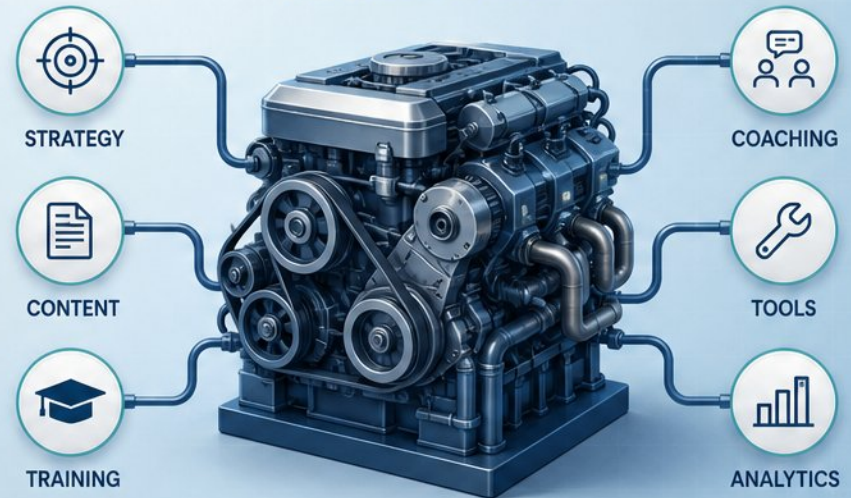
WITHOUT A FRAMEWORK

A REQUEST QUEUE,
NOT A STRATEGIC REVENUE DRIVER



WITH A FRAMEWORK

A UNIFIED ENABLEMENT OPERATING SYSTEM
THAT DRIVES REVENUE



- Fragmented enablement: inconsistent messaging, low rep productivity, slow onboarding, and content waste



- A framework unifies strategy, content, training, coaching, tools, and analytics into one system



- Formal enablement programs improve win rates, quota attainment, ramp time, and selling time



- Without a shared model, enablement becomes a request queue, not a strategic revenue driver

Core Components of the Framework

- **Strategy & governance:** charter, roles, decision rights
- **Content:** mapped to buyer journey with governance
- **Training & certification:** onboarding plus continuous drills
- **Coaching:** manager cadence, scorecards, practice tools
- **Tools & analytics:** in-workflow delivery, leading/lagging KPIs
- **Components work as a loop, not isolated silos**



Component 1: Strategy and Governance



- Written charter aligns enablement with sales and business goals



- Defines roles, decision rights, and priorities across teams



- Establishes governance rhythm for intake and alignment



- Ties enablement metrics to strategic revenue outcomes



Component 2: Content and Asset Management



- Map content to buyer journey stages and personas; create assets reps actually use



- Organize and tag a governed library for findability and version control



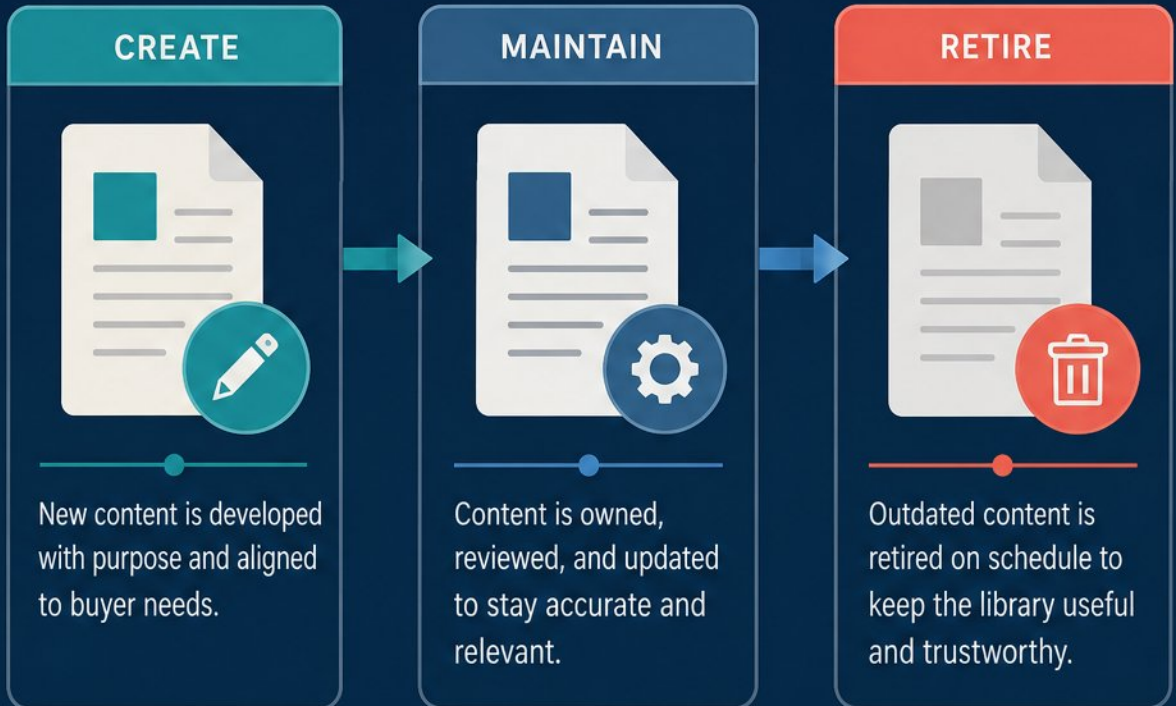
- Define content lifecycle: ownership, review, and sunset dates



- Avoid the 60-70% unused content problem found in ungoverned libraries

CONTENT LIFECYCLE SPECIMEN

From raw material to finished tool—governed end to end.



RAW
MATERIAL



REFINED
AND
GOVERNED



FINISHED
TOOL

Component 3: Training, Certification, and Continuous Learning

- Shift from one-time events to continuous, role-specific learning paths
- Three layers: onboarding, ongoing skill development, just-in-time learning
- Certification validates readiness before sellers engage buyers
- Microlearning and spaced reinforcement boost retention and behavior change



ONBOARDING

Build foundational knowledge and understanding



ONGOING SKILL DEVELOPMENT

Deepen expertise and apply through practice



CERTIFICATION

Validate readiness before sellers engage buyers



SPACED REINFORCEMENT

Reinforce learning over time to retain and sustain behavior change

CONTINUOUS LEARNING PATH

Component 3

Continued:

Coaching and Reinforcement



- Training alone loses 85-90% of impact within 30 days without reinforcement



- Build a coaching cadence: weekly 1:1s, call reviews, scorecards, role-play



- Managers are force multipliers; invest in train-the-trainer programs



- AI scoring covers 100% of calls, enabling coaching from specific moments



Component 4: Tools, Technology, and Workflow



- Evaluate tools by seller behavior and adoption, not feature checklists



- Embed resources into CRM so reps learn in the flow of work



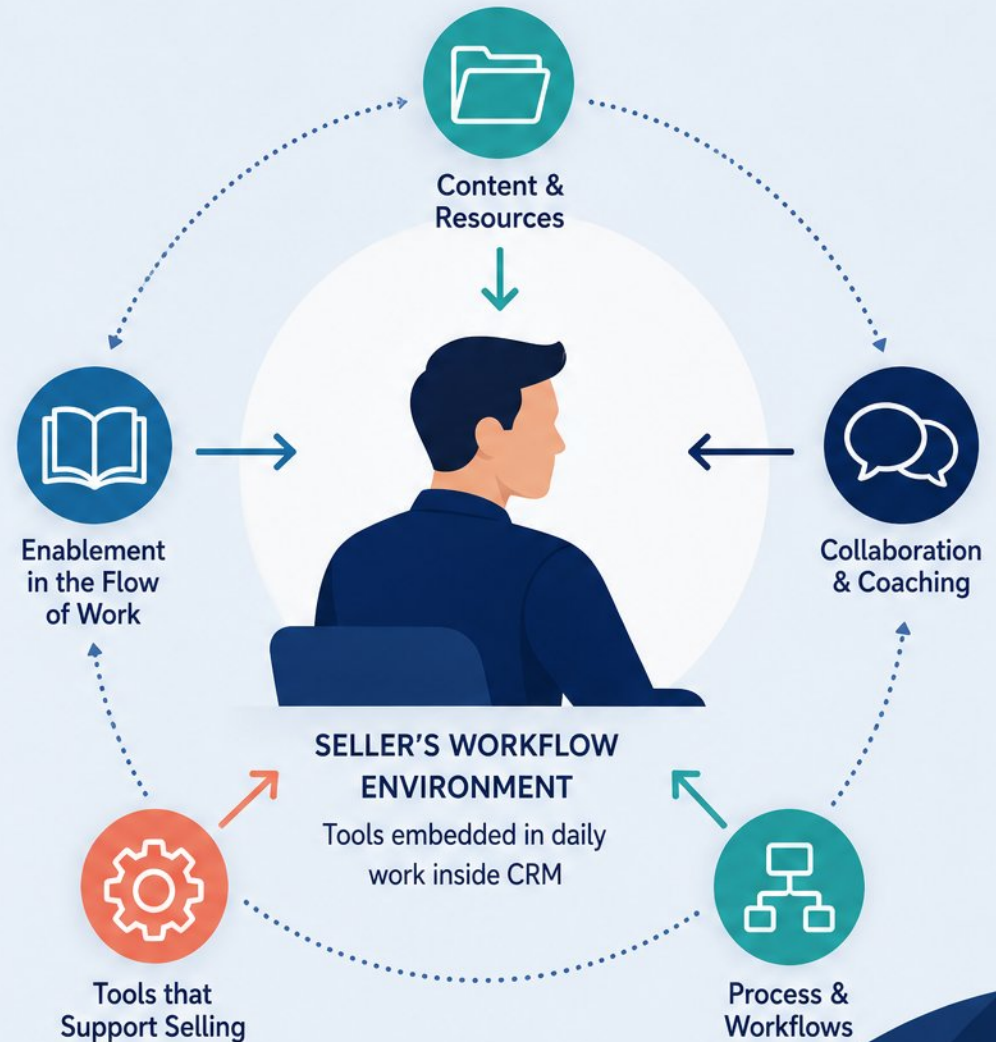
- Risk: tool sprawl creates friction and reduces selling time



- Balance technology investment with process, people, and coaching

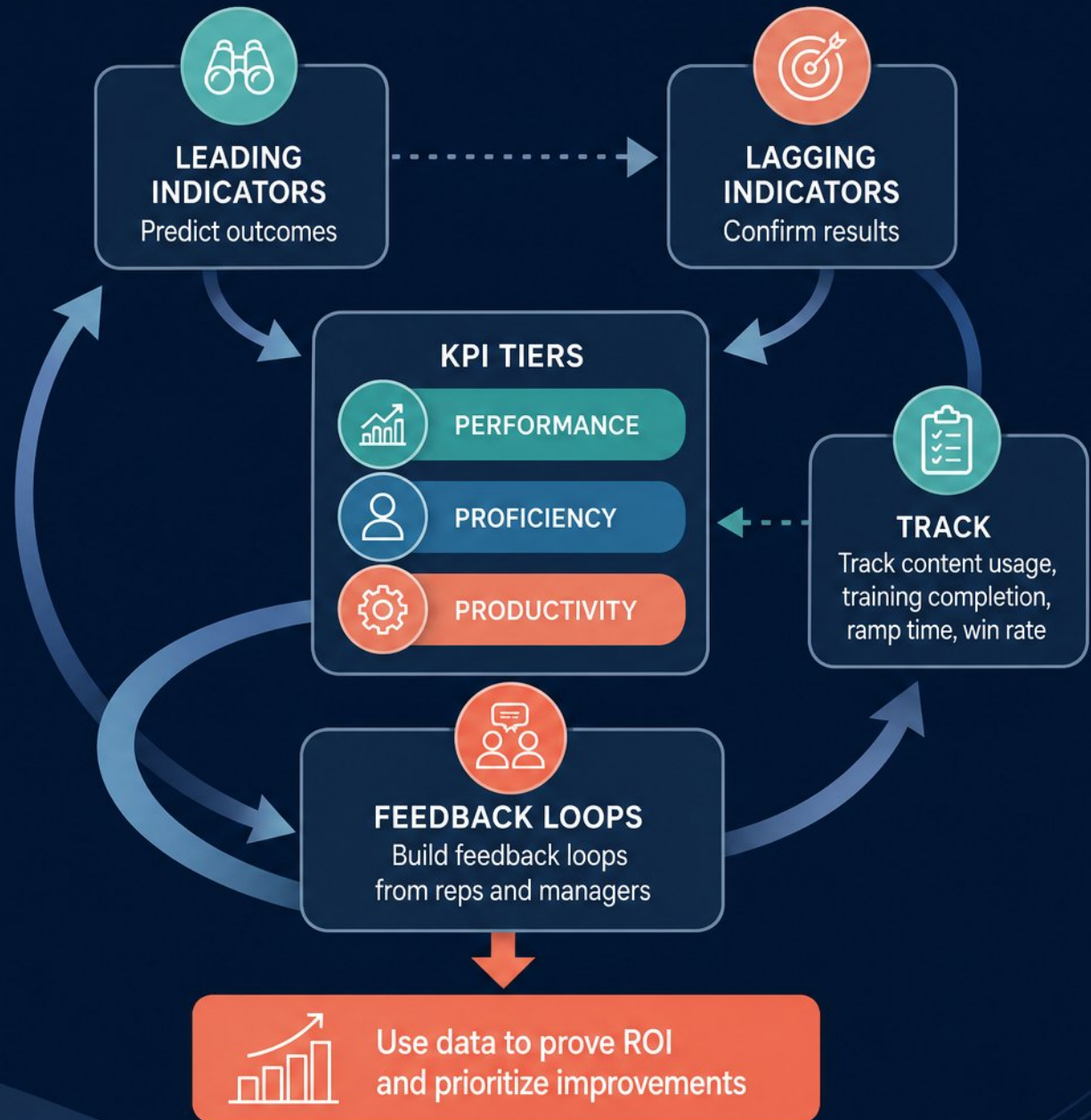


- Adoption over features: tech must serve the selling motion



Component 5: Measurement and Continuous Improvement

- Leading indicators predict outcomes; lagging indicators confirm results
- KPI tiers: performance, proficiency, and productivity
- Track content usage, training completion, ramp time, win rate
- Build feedback loops from reps and managers
- Use data to prove ROI and prioritize improvements



How the Components Interact: A System View



- Coaching infrastructure is the load-bearing component that makes all other components stick



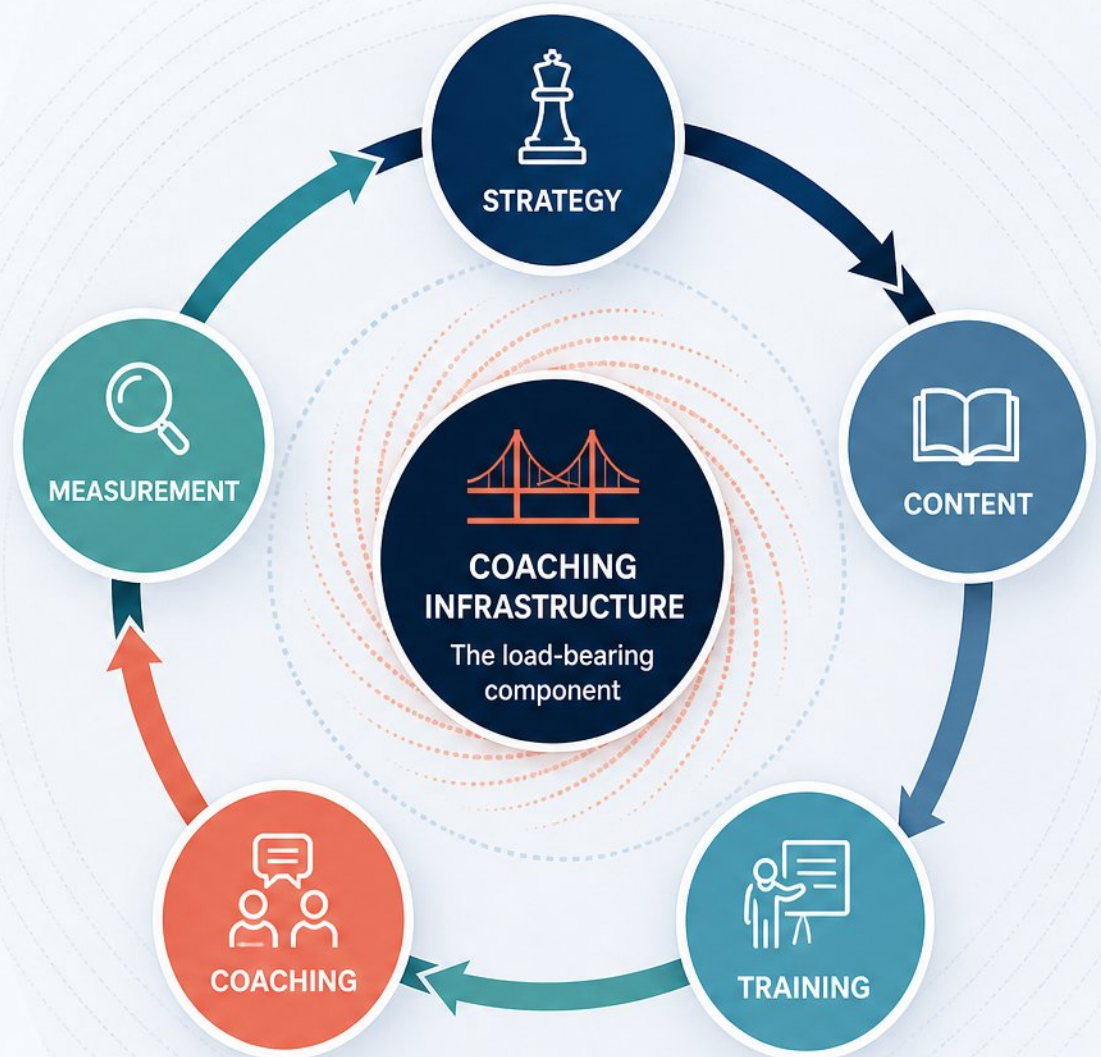
- The flow runs as a loop: strategy → content → training → coaching → measurement



- Teams typically over-invest in content and training, under-invest in coaching and measurement



- Data from tools and measurement feeds back to improve strategy, content, and training



Assessing Your Enablement Maturity



- Diagnose current state across strategy, content, training, coaching, technology, and analytics



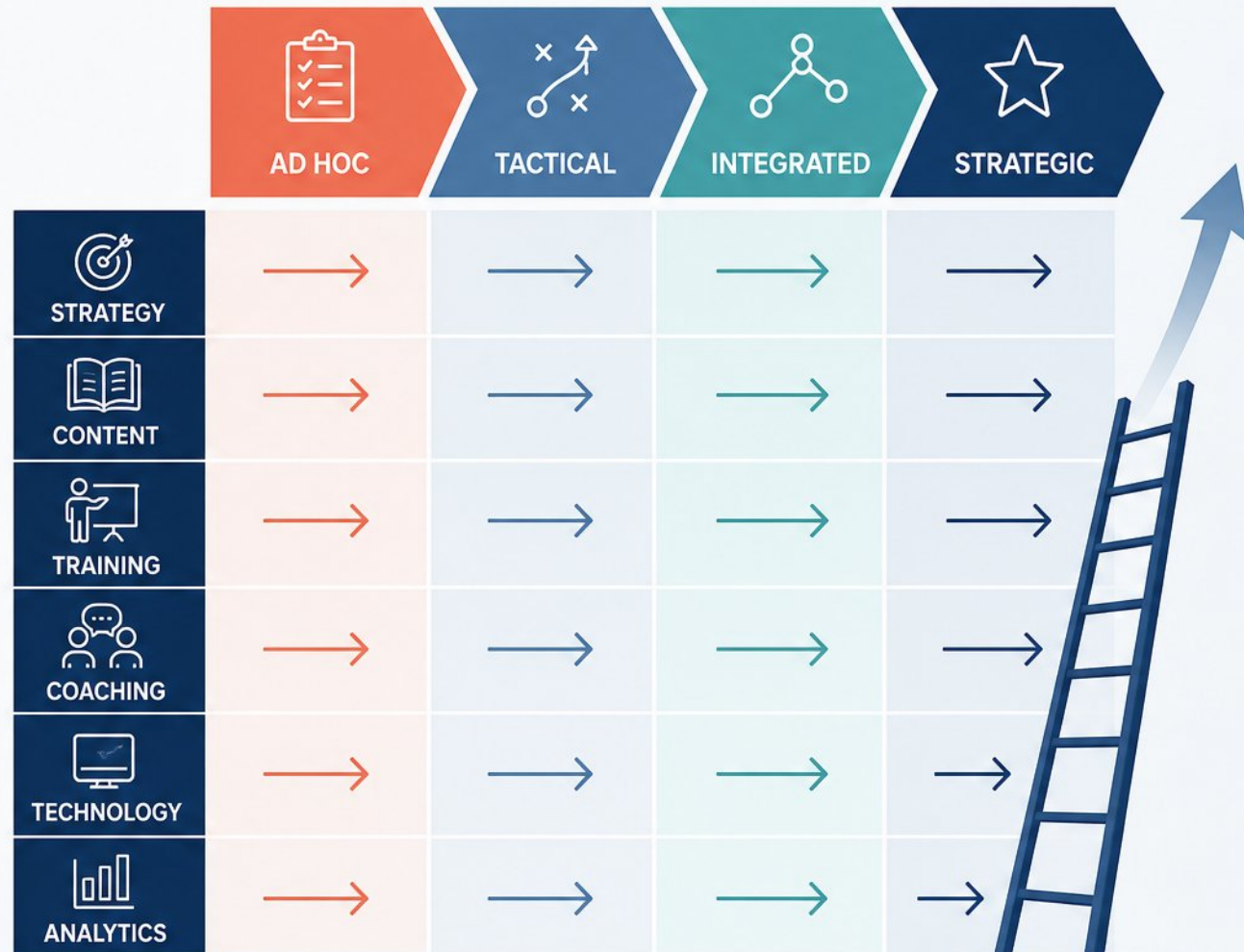
- Four stages: ad hoc, tactical, integrated, strategic



- Maturity differs by dimension; identify your weakest pillar



- Measure adoption and behavior change, not just artifacts and tools



Applying the Framework in Your Organization



- Assess maturity component by component to identify true gaps



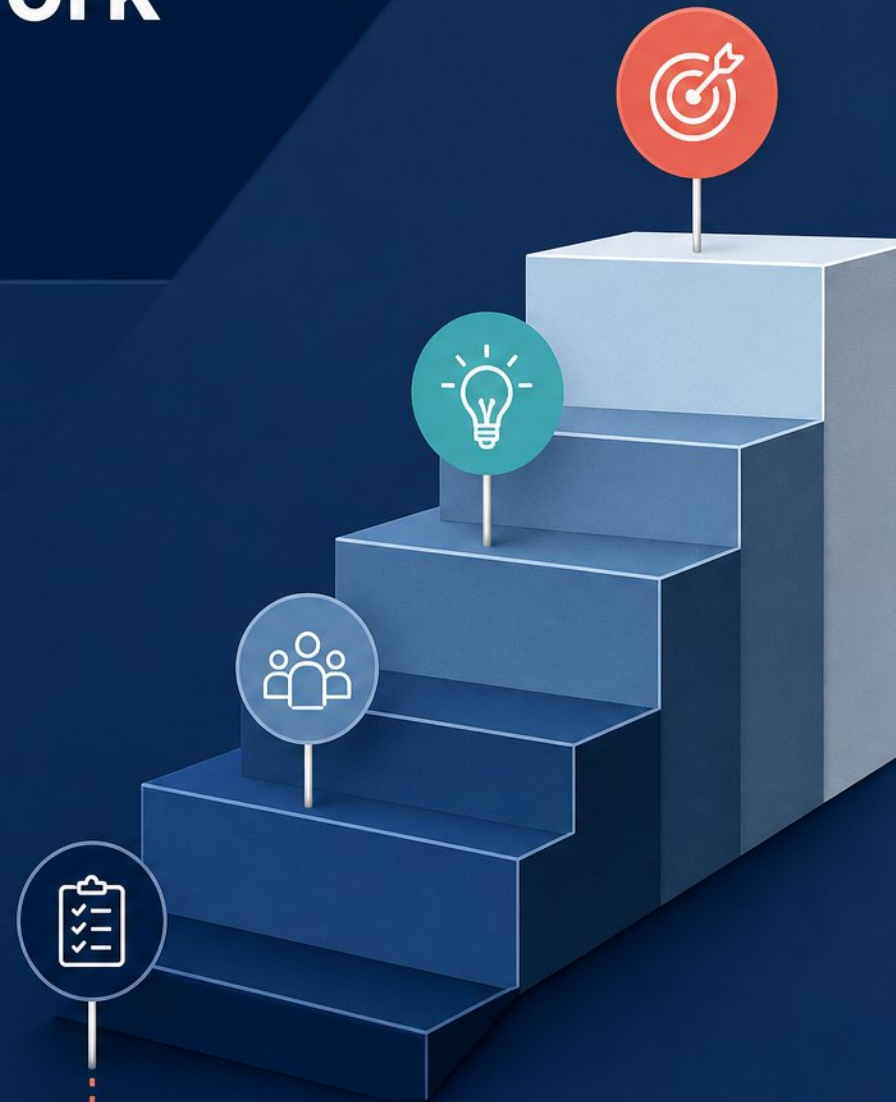
- Prioritize quick wins vs. longer-term capability building



- Adapt framework to team size, sales motion, and structure



- Secure stakeholder buy-in through change management and governance



Focus on quick wins
while building capabilities
for lasting impact.

Common Pitfalls and How to Avoid Them



- Content dumps: 60–70% of assets go unused without governance and findability



- One-and-done training: 85–90% forgotten within 30 days without reinforcement



- Skipping coaching infrastructure while over-investing in tools and content



- Measuring activity instead of outcomes: no connection to quota or revenue impact

Action Plan and Next Steps



- Build a 30-60-90 day enablement plan with clear accountability



- Prioritize the weakest maturity component first



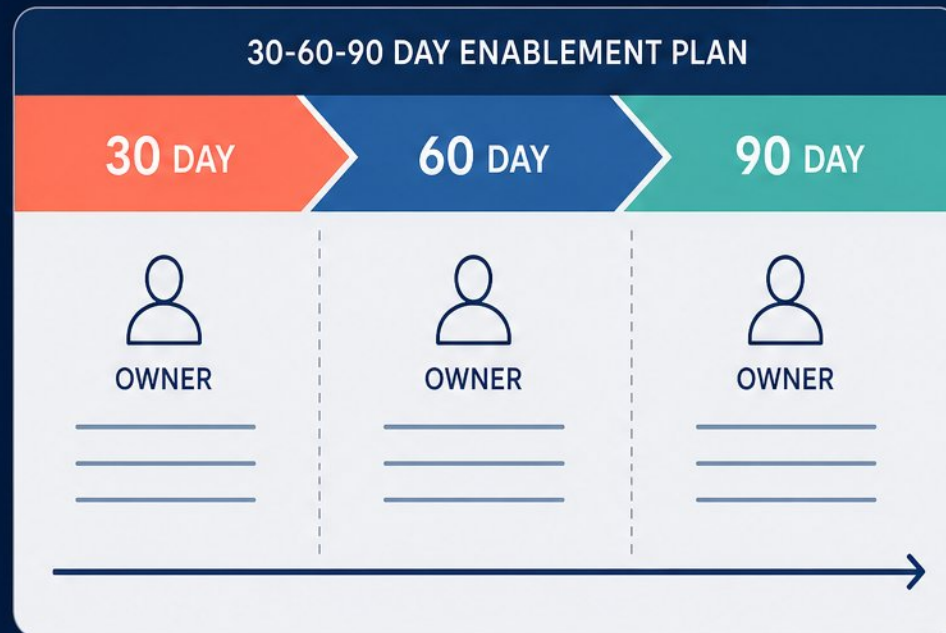
- Use templates: enablement charter, content map, coaching cadence, KPI dashboard



- Reassess maturity every two quarters to prevent regression



- Access industry guidance for continued enablement development



MATURITY LADDER



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