

Sales Enablement Content Examples: Patterns, Strengths, and Pitfalls



- **Definition:** Assets helping reps move live deals forward, not broad marketing content



- **Course lenses:** recurring patterns, proven strengths, and common pitfalls



- **Arc:** content-to-deal mapping to auditing, operations, and impact measurement



- **Goal:** leaner, trusted, and measurable content system



Why Most Content Fails Before a Rep Opens It



- 60–70% of marketing content goes unused



- Reps recreate content ~40% of the time



- Problem is retrieval & trust, not quality



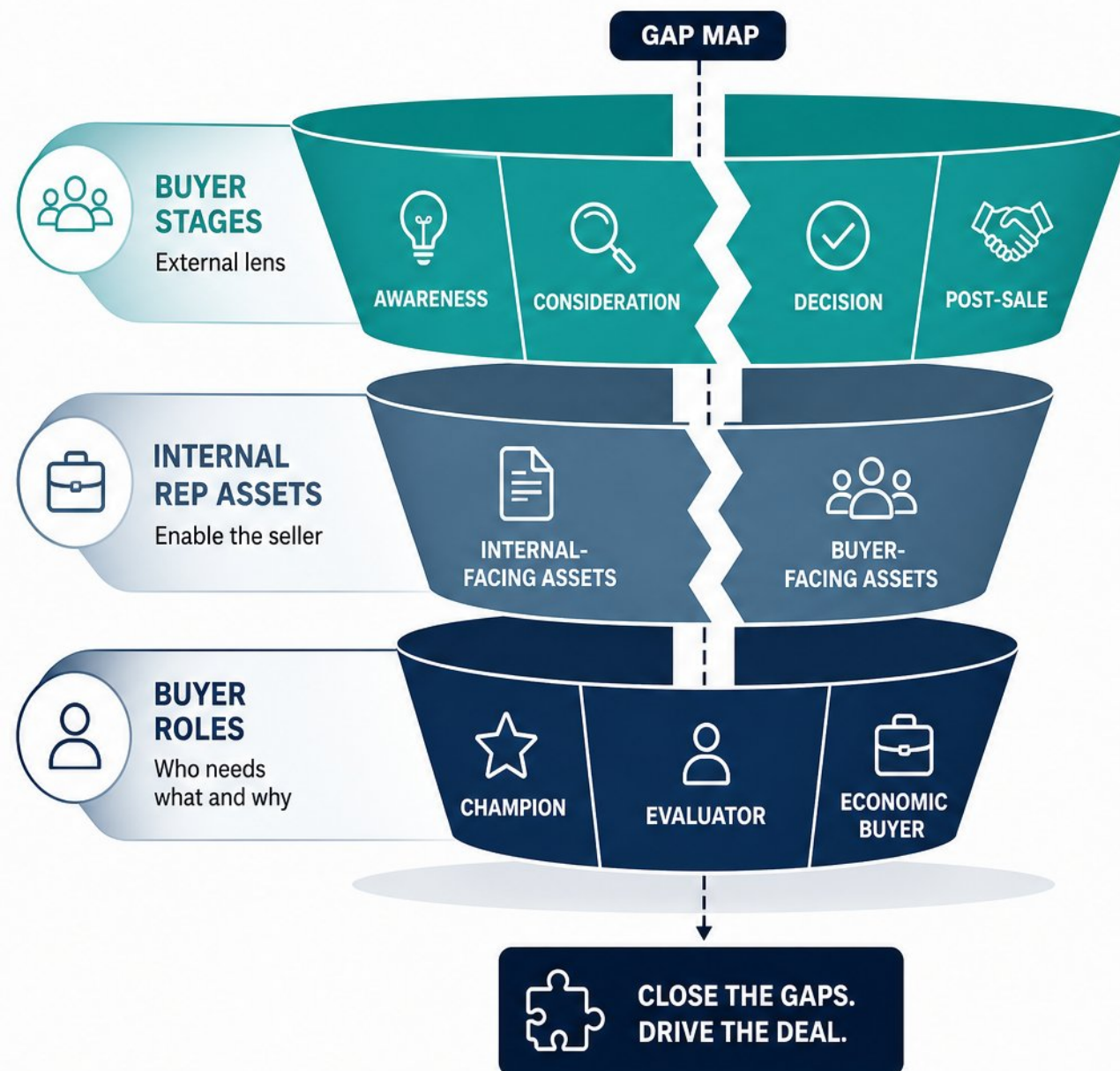
- But reps are insight-starved, not content-starved



- 90-second rule: unfindable = nonexistent



The Content-to-Deal Funnel



- Map content to buyer stages: awareness, consideration, decision, post-sale



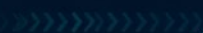
- Differentiate internal-facing assets from buyer-facing assets



- Different buyer roles—champion, evaluator, economic buyer—need distinct content



- Treat content mapping as a decision framework, not a folder structure



Proven Format Patterns That Earn Rep Adoption

- High performers: battle cards, one-pagers, case studies, demo scripts, ROI calculators, objection guides
- Battle cards: scannable, opinionated, tied to a named competitor or objection
- One-pagers: lead with buyer's problem, include proof points, end with clear next step
- Use modular, 80%-done templates for fast customization with consistent messaging



Battle Cards vs. One-Pagers: Two Different Jobs



BATTLE CARD

INTERNAL • COMPETITIVE • DEFENSIVE

Helps reps win against a named rival

- Battle card: internal, competitive, defensive — helps reps win against a named rival
- Battle card elements: competitor strengths, weaknesses, landmines, differentiators, scripted responses



VS.



ONE-PAGER

BUYER-FACING • EDUCATIONAL

Helps prospects understand value quickly

- One-pager: buyer-facing, educational — helps prospects understand value quickly
- One-pager elements: problem statement, benefit-focused headline, proof, clear next step



FIELD-TESTED TOOLKIT

Knowledge. Confidence. Results.

Strengths That Drive Rep Confidence and Deal Velocity



- Clarity, situational relevance, and fast usability make content feel like an assist rather than homework



- Problem-focused content outperforms product-focused content by mirroring live buyer conversations



- Co-creation with sellers—especially AEs and SEs—bridges the gap between marketing language and field reality



- Specific, quantified proof points are more persuasive than polished but vague success stories



Common Pitfalls and Failure Modes



- Generic messaging, stale data, and buried content kill adoption



- Late-stage buyers lack justification materials when stages misalign



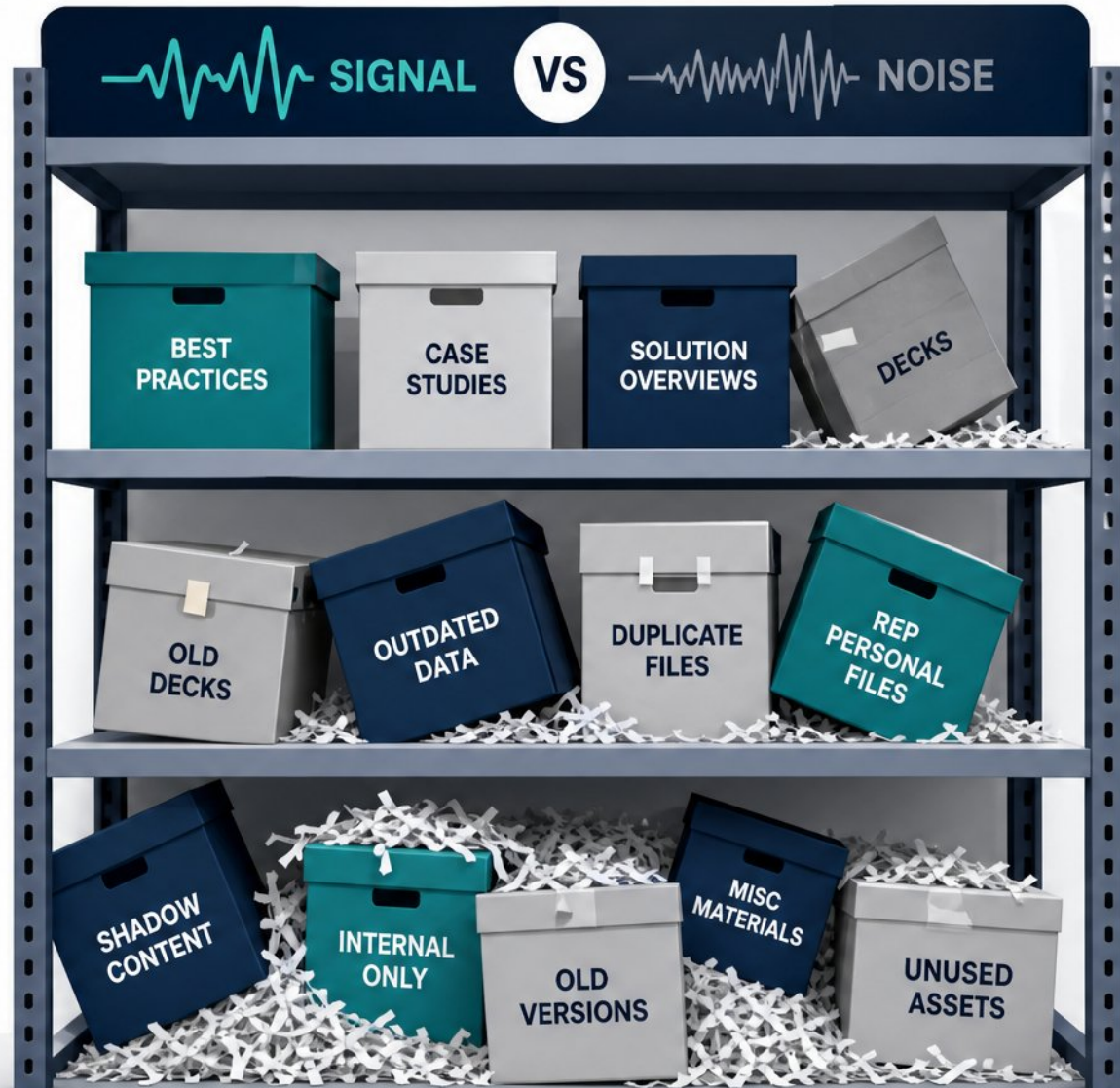
- Version confusion and shadow content erode trust in official library



- Low discoverability compounds failure: unfound content is no content



- Content buried outside the rep's workflow acts like it doesn't exist





Real-World Examples Worth Adapting



- **Case studies:** customer challenge, approach, quantified results



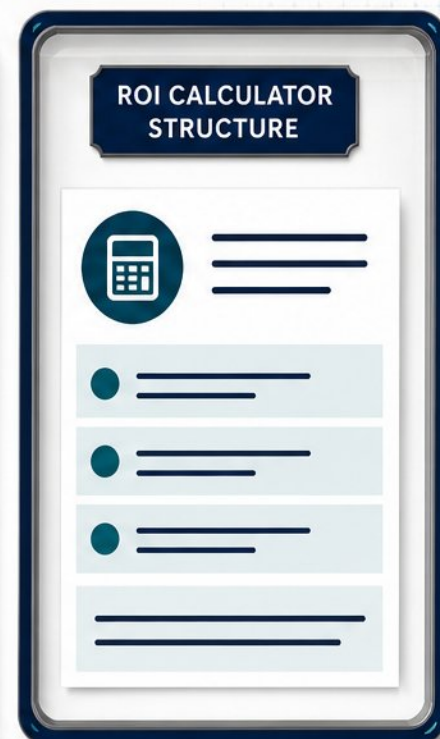
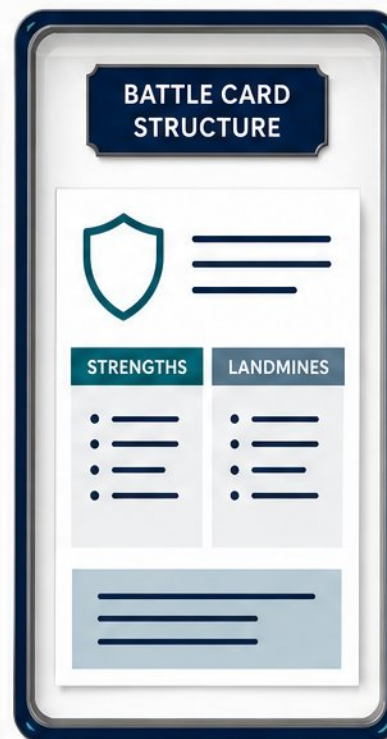
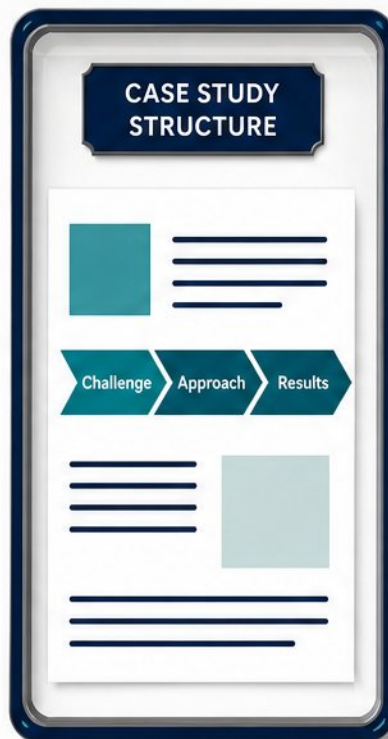
- **Battle cards:** 60-second scans, honest competitor strengths, landmines



- **ROI calculators:** help economic buyers justify purchase internally



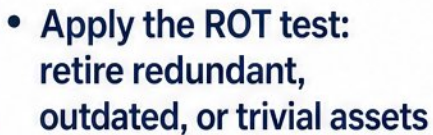
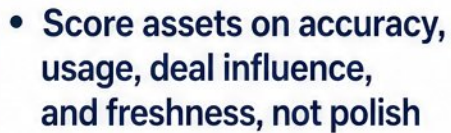
- **Adapt the structure and intent, not the exact asset**



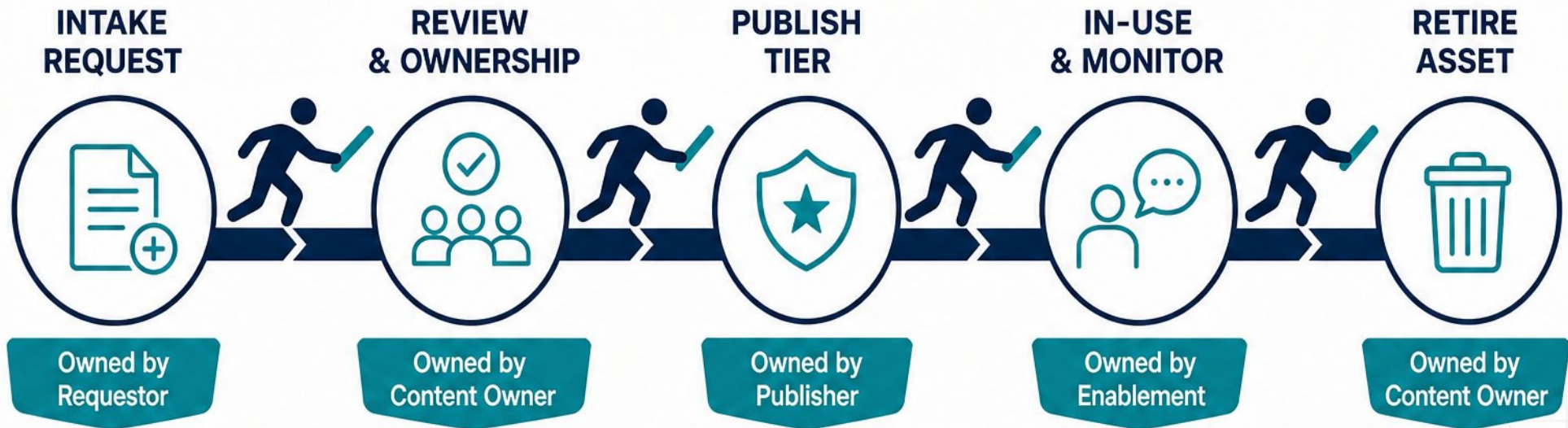
CURATE. ADAPT. WIN.

Use proven structures to create materials that resonate.





Governance and Workflow for a Repeatable Content System



- ✓ Every active asset has a named owner, review date, and expiration date
- ✓ Simple intake: define deal moment, buyer role, objection, and next action
- ✓ Tiered publishing: rep tips, reviewed assets, executive-approved claims
- ✓ Aggressively retire outdated assets to protect rep trust

Measuring Content Impact Without Overclaiming



- Track influence metrics: usage, engagement, stage progression, win-rate lift



- Compare deals with and without key asset usage for outcome differences



- Report influence, not causation, using cohorts to reduce attribution bias



- Review leading indicators weekly; lagging revenue outcomes quarterly

Deals with Key Asset Used



VS

Deals without Key Asset Used



A Lean Measurement Loop for Enablement Teams



- Track three tiers: adoption, engagement, business impact



- Focus on KPIs tied to specific bottlenecks



- Review leading indicators weekly or biweekly



- Review lagging outcomes monthly or quarterly



- Retire, refresh, or scale content based on evidence

Priority Moves for Enablement Teams, Managers, and Creators



Enablement:

- Enablement: audit your 5 most-used and 5 least-used assets



Sales managers:

- Sales managers: target late-stage objections that stall deals



Content creators:

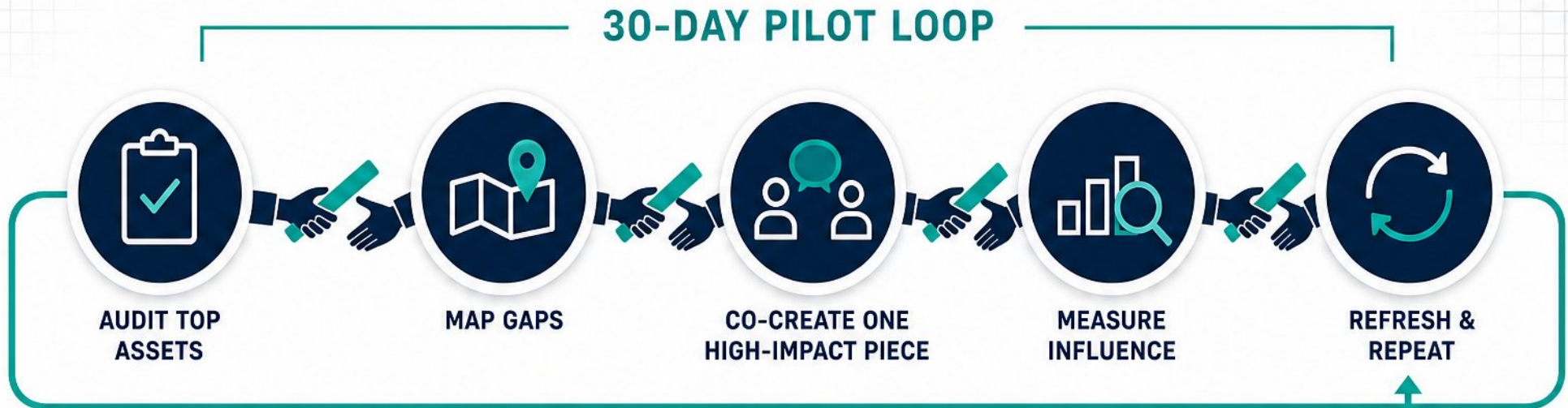
- Content creators: co-author a battlecard with a top rep



Quick wins:

- Quick wins: retire dead assets, create one decision-stage piece

Action Plan: From Shelfware to a Revenue System



- Run a 30-day pilot: audit top assets, map gaps, and co-create one high-impact piece



- Build an intake, approval, publishing, refresh, and retirement workflow



- Report content influence on faster and won deals, not production counts



- Treat content as an operating system: owned, reviewed, measured, and retired

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/5ee80a61/public