



E-BOOK

12+1 KPIs to Measure Enterprise Enablement Success



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Introduction

Not long ago, a new type of buyer emerged; one that was much farther down the funnel by the time they contacted a seller.

These new buyers really knew their stuff. Online, they were able to find a lot of the information sellers normally covered in initial conversations. And over time, those conversations started happening later and later.

It was as though sellers were getting pushed out of the sales cycle.

But as well-informed as these new buyers were, they weren't necessarily learning everything they needed to know, or even learning the right things to know. Nonetheless, sellers were losing their ability to establish the rapport and expertise they needed to meet their numbers.

The buyer-seller relationship was on the rocks.

But by reaching out to buyers earlier in their journeys on the platforms they were using with the content they were looking for, sellers could start to heal that relationship.

Still, that was easier said than done.

To succeed, sellers needed to leverage the knowledge of their compatriots in marketing—and likewise, marketers needed to learn more about the day in the life of a seller. Throw in the demand for updated training and coaching, and it became clear cross-functional alignment was going to be a challenge.

Enablement grew out of the need for that alignment.

As with any emerging function, exactly what enablement encompassed and entailed wasn't entirely clear—let alone how to measure its impact.

Today, however, enablement strategies, software, and teams

are increasingly considered crucial to the success of any business with a salesforce. And yet, sales leaders still struggle to demonstrate specifically how enablement bolsters the bottom line.

To figure this out, you first have to consider what makes an enablement solution a good one.



An effective enablement solution should do three essential things:



Enable

Provide teams with the skills, content, and context to win deals and loyal customers.



Engage

Give sellers the ability to interact with buyers at the right time across every channel in ways that capture their attention and interest.



Improve

Allow for the collection and analysis of data to create better content, streamlined processes, and stronger sellers.



So, how do you know—and demonstrate—you're accomplishing any of this?

Obviously, you need key performance indicators (KPIs).

Let's take a look at what those KPIs are, how to measure them, and where they fall under the trifecta of what makes an enablement solution effective.



KPIs to show how well you're enabling

Content accessibility

Since today's buyer is much more informed than yesterday's, they expect a more consultative and engaging interaction with each seller. But this interaction doesn't have to be initiated by the buyer. As discussed, sellers should proactively capture a buyer's attention with content that's sure to interest them—but first, sellers need to be able to find that content.

An effective sales enablement platform will include a content management portal that allows sellers to access content easily and quickly. And if that content can be served to a seller based on the specific buyer they're interacting with, that's even better. Whether content recommendations are integrated into their email, their CRM system, or both, that functionality will ensure sellers can easily access, digest, and share the right materials at the right time without disrupting their normal workflow.



How to measure content accessibility

Track and monitor the time sellers spend accessing, personalizing, and delivering content. Login data from the content management system should be trackable, showing an increase in access and downloads. Content accessibility should also be visible through email and CRM data if your sellers access content there as well. Furthermore, this information will provide insights into the next two KPIs we'll discuss.

91%

Organizations for which enablement is a strategic priority bolstered by executive championship, a sophisticated GTM tech stack, and best practices—otherwise known as **“enablement visionaries”**—rate their enablement technologies at an impressive **91% for content accessibility**.

48%

Organizations whose adoption of enablement is more ad hoc and informal, otherwise known as **“enablement laggards,”** only rated their **content accessibility at 48%.***

* Annual Sales Enablement Benchmark Report (2021): <https://learn.seismic.com/whitepaper-sales-enablement-maturity-index-report.html>



Time spent creating content

There's no doubt that personalizing content leads to shorter sales cycles and increased win rates, but it is not efficient or cost-effective to have each seller personalize every piece of content they're going to share with a buyer. Streamlining the content creation and personalization processes—which requires collaboration between sales and marketing—will help save time and money on content creation, and in turn reduce overall cost per acquisition.



How to measure time spent creating content

Track the time (in hours or days) and money (particularly agency and freelancer costs) it takes for sellers and marketers to create or update a piece of content, and use the average to set a benchmark. Each type of content piece, be it a presentation, case study, proposal, or something else, should have its own benchmark.

Ultimately, the goal is to empower sellers to create their own personalized content quickly while ensuring it retains brand and compliance standards, and that means equipping them with software that enables them to do that.





Time spent selling

It's simple: if your sellers are spending the majority of their time selling, they're likely to close more deals. That means you want to minimize the time they spend doing anything else, including searching for and personalizing content.



How to measure time spent selling

Track how much time sellers spend in the various programs they use each day, including their email, CRM system, prospecting tools, and HR and content management portals. There are supplemental programs that can allow you to do this if such information isn't readily available within these platforms themselves. You can also bolster this information by interviewing individual sellers to confirm your findings or uncover other possible timewasters.

Once you have this data, take it as a percentage of a given seller's day to determine how much time they're spending in client-facing situations. If it's clear not enough time is being spent in those situations, consider procuring software that can consolidate siloed applications to streamline sales activities and further minimize manual processes.

Onboarding

To get new sellers to quota-carrying capacity, you need to ensure they can communicate the company's value proposition efficiently and effectively. The longer it takes for them to do this, the fewer sales they'll make and the more resources you'll have to invest to get them ramped up. This also impacts your overall cost of acquisition.



How to measure onboarding

Measure the time it takes for a new seller to complete their training and how long it takes them to become productive. Or you could measure the time it takes them to close their first opportunity. Also measure the costs they've incurred for that period. Then derive from that what the cost of acquisition was for their first successful deal. Compare this data with benchmark values to infer how successful your onboarding program is.





Training

To close deals faster, sellers need to be continuously trained not only on new products, services, and industry developments, but also on what content they should share and when. In a nutshell, training (as opposed to coaching, which we'll touch on later), provides the basis of understanding every seller needs to talk about a product or service's value proposition to buyers. To train sellers effectively, you need a platform that not only makes it easy to create, edit, and deliver lessons, but that also provides you with insights into how those lessons are resonating.



How to measure training

To meaningfully measure the effectiveness of your training program, your platform should have a comprehensive reporting solution, featuring lesson completion and quiz performance rates for individual users and groups. These metrics showcase not only the knowledge of your sellers, but also how engaging and satisfying they've found your training efforts to be.



KPIs to show how well you're engaging

Content usage

When you invest in content to maximize its effectiveness and streamline its creation, everything is academic until you measure how often it's being downloaded by sellers and shared with buyers, especially during successful deals.



How to measure content usage

Track what content is accessed by sellers, how frequently it's downloaded and shared with buyers, and where in the sales cycle it's being used. Doing so can even help inform what content pieces should be used and when. For example, if certain successful sellers regularly share a specific one-pager during the buyer's vendor selection stage, you can map that one-pager within your CRM system to that stage so other sellers know when they should be using it.

Enablement visionaries often leverage formalized feedback from key teams to track the effectiveness of their enablement content, tools, and other efforts.

78%

leverage feedback from sales teams

65%

leverage feedback from support/service teams

64%

leverage feedback from operations teams*

* Annual Sales Enablement Benchmark Report (2021): <https://learn.seismic.com/whitepaper-sales-enablement-maturityindex-report.html>



Lead quality

The number of leads you generate means little if few of them are likely to become customers. So how do you generate higher quality leads?



How to measure lead quality

In collaboration with marketing, track leads and adjust your lead score methodology as they convert or fall off. Doing this will help you prioritize the warmest leads, which can be particularly advantageous for sellers employing an account-based sales model.



Conversion rates

It's important to know how long it takes for a lead to become a customer because this will help you gauge marketing effectiveness and sales cycle acceleration (that is, the speed and quantity of leads moving through the sales cycle). It will also help you focus your efforts. For instance, if there are not enough leads entering the pipeline, you might need to rethink your lead generation strategy. Likewise, if you have a surplus of qualified leads in the pipeline, you may need to revisit your lead scoring methodology.



How to measure conversion rates

Take the total number of successfully closed deals over a certain time period (month, quarter, or half-year, for example) and divide by the total number of leads generated over the same period. Multiply by 100 to get the conversion rate as a percentage. To uncover areas of improvement on a granular level, track how quickly particular buyers move through each stage of their journey.

Conversion Rate (%) =

of total closed deals

of total leads generated

x 100



Cross-sell and upsell rates

Cross-selling and upselling allow you to derive more value from existing customers. This repeat business exposes those customers to more of your product portfolio, creating a more customized buyer experience for them, which can strengthen their loyalty to your brand.



How to measure cross-sell and upsell rates

Take the number of sales, divide it by the number of opportunities, and multiply the result by 100 to get the percentage.

$$\text{Cross-sell success rate} = \frac{\text{\# of successful cross-sales}}{\text{\# of cross-selling opportunities}} \times 100$$

$$\text{Upsell success rate} = \frac{\text{\# of successful upsells}}{\text{\# of upselling opportunities}} \times 100$$



KPIs to show how well you're improving

Coaching

As opposed to training, which focuses on providing baseline knowledge of what a product or service is and how to approach buyers about it, coaching is the icing on that cake, providing each seller the opportunity to improve their individual skills and achieve their career goals. In this sense, coaching not only upskills each seller for a stronger team overall, but it can increase their commitment to their work because they feel empowered and invested in. That's why it's important to leverage technology with recordable practice modules that simulate real-life selling scenarios, and which makes it easy to generate personalized learning paths complete with assignable tasks and trackable progress, no matter how many sellers you have.



How to measure coaching

In addition to providing feedback on key criteria like clarity, confidence, and credibility when evaluating individual practice modules, your coaching platform should allow you to aggregate and analyze that data so you can quantify the impact it's having on frontline behaviors across your organization. Performance reviews, routine product certifications, and skill assessments are also excellent methods for gauging a seller's growth. Individual assessments prior to scheduled workshops can provide benchmark data for measuring the effectiveness of those workshops by looking at a seller's performance (such as their number of new opportunities, conversions, and sales cycle velocity) post-workshop. This data can then be used to follow-up with each seller in private coaching sessions.

* Annual Sales Enablement Benchmark Report (2021): <https://learn.seismic.com/whitepaper-sales-enablement-maturity-index-report.html>

Voice of the Customer

Voice of the Customer (VoC) is a term that describes your customer's feedback about their experiences with—and expectations for—your products and services. This data can help improve your customer service initiatives, enhance your product offerings, and even update or refocus your business strategy.



How to measure VoC

This data can come from multiple touchpoints with your customers, including surveys, interviews, focus groups, and feedback forms. Remember: since this data can affect key messaging in sales content, it's important to collect this information and train sellers on it in a timely manner to ensure it's leveraged to its maximum potential.

* Annual Sales Enablement Benchmark Report (2021): <https://learn.seismic.com/whitepaper-sales-enablement-maturityindex-report.html>

Enablement visionaries are keen on content usage statistics, engagement analytics, and overall content value in terms of ROI because those metrics inform how they can continuously improve their efforts.

Here are the most popular content effectiveness metrics enablement visionaries use to inform their future success:



73% Content access by buyer



62% Content access by seller



53% Content-influenced revenue



51% Buyer opens



48% Content-influenced opportunities



30% Sends



30% Engagement time *



Customer churn

Churn rate is the percentage of your customers who stop doing business with you over time. While not a pleasant stat, it offers important insights into how your business is performing, often indicating how consumers feel about the quality of your product or service, your prices, your competition's offerings, and/or your marketing. It could also be revelatory about the natural lifecycle of your average customer. Analyzing churn rate informs tactics that can help reduce it, including renewal programs and modified seller approaches.



How to measure customer churn

To determine your churn rate, take all the customers you lose during a specific time frame and divide it by the total number of customers you had at the beginning of the month. New sales during that period are excluded from the calculation.



Churn rate =
Lost customers

Total # of customers
x 100



Promoters are loyal customers who responded with a score of 9 or 10 and are considered loyal enthusiasts.



Detractors are those who respond with a score of 0 to 6, and should be thought of as unhappy customers.



Passives are unenthusiastic customers with scores of 7 and 8 and aren't directly considered when calculating the NPS.

NPS =

% of promoters – % of detractors

Net Promoter Score

The Net Promoter Score (NPS) is an index that measures the willingness of customers to recommend your business to other potential customers. This index helps you gauge customers' overall satisfaction with and loyalty to your company, allowing you to focus nurturing efforts on specific relationships to maximize the lifetime value of those customers.



How to measure Net Promoter Score

NPS is based on a direct question: "How likely are you to recommend our company/product/service to a friend or colleague?" The answer is a number from 0 to 10. Depending on where a respondent lands on that scale, they're either a "promoter," a "passive," or a "detractor."

Promoters, who score a 9 or 10, are considered loyal enthusiasts and prime candidates for cross-sell and upsell campaigns. Passives, who score a 7 or 8, are unenthusiastic customers who are ultimately left out of the NPS calculation. And Detractors, who score 0 to 6, are unhappy customers. Your NPS is calculated by subtracting the percentage of your detractors from the percentage of your promoters.



Conclusion

What was once a flurry of decentralized efforts to improve go-to-market effectiveness is now a strategic function vital to your bottom line—and this is still just the beginning. While hardly anyone asks What is enablement? anymore, many continue to ask How do we get enablement right?

A smart enablement solution empowers sellers to have fruitful interactions with buyers sooner and close deals faster by:

- Making sales content easy to create, find, and personalize—and getting new sellers up to speed as soon as possible through thoughtful, data-driven onboarding and continual training;
- Engaging sellers with easy-to-use software so they can in turn engage buyers who are likely to convert and become repeat customers; and
- Providing informed, personalized coaching to continuously improve individual sellers' skills, and applying that same data-based approach to customer feedback so you can reduce churn, increase loyalty, and inspire advocacy for your business.

Finally, a smart enablement solution allows you to distill the KPIs you need to prove all of the above.





About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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