

**GUIDE**

# Breaking Down the Top 5 Barriers to Go-to-Market Success

How Enablement Technology is Crucial to Greater Revenue and Growth



# Table of Contents

## Success can be seized

1. Prepare sellers to interact more effectively with buyers
2. Take control of your content
3. Facilitate team collaboration and alignment
4. Go to market faster
5. Support sellers in the long term and in the moment

## One goal, one platform

## About Seismic

3

4

5

6

7

8

9

10



## INTRODUCTION

# Success can be seized

In tough economic times, when external forces beyond your control loom large over your bottom line, it's more important than ever to take stock of what aspects of your business you can control, optimizing them not simply to weather the storm but thrive in spite of it. Indeed, this is a best practice that should always be exercised because the biggest challenges most businesses face these days are true in both good times and bad:

- It takes too long for sales reps to become productive.
- Tailoring content to capture buyers' attention is laborious.
- A lot of time and money is invested in content that's never used.
- Getting new products to market is slow and costly.
- Keeping sales reps on the ball and up to date is logistically difficult.

So, how do you take control to rise above these challenges and hit your strategic goals? It comes down to the solutions you've invested in to help you achieve successful business outcomes. During good economic times, businesses invest almost lavishly in a variety of software;\* it seems there's no problem that doesn't require its own application, tool, or platform.\*\* And during the pandemic, this mentality went into overdrive because of the sudden need for go-to-market (GTM) teams to work remotely all day, every day, and because business-to-business (B2B) buying processes suddenly shifted to a strictly digital environment.

But many of these hastily purchased solutions don't integrate with each other. They come from different vendors, they're used by different teams, and they live in different places. What's more, they often overlap in terms of the challenges they address, undermining the so-called efficiency all this software was bought

for in the first place and making for a less-than-ideal return on investment, to put it lightly.

Enablement technology, on the other hand, unites within a single platform the features and capabilities needed to overcome the five challenges listed earlier. And at the same time, it integrates with—and in some cases, augments—many of the most popular software solutions businesses already have in place. All of this makes enablement technology an investment that pays dividends in terms of quicker time-to-productivity for reps, streamlined content management and personalization, greater content usage, faster product launches, and a salesforce that's more skilled, in the know, and loyal.

Keep reading to learn how enablement technology breaks down the top five biggest barriers GTM teams face in delivering on priority outcomes that lead to greater revenue and growth.



\* <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

\*\* <https://pantheon.nextthink.com/wp-content/uploads/2023/02/Software-License-Usage-Analysis-1-1.pdf>

# 01

## Prepare sellers to interact more effectively with buyers

To get new sales reps to quota-carrying capacity, and to ensure existing reps produce positive results consistently, you need to ensure they can communicate the company's value proposition efficiently and effectively. The longer this takes, especially for new reps, the fewer sales they'll make. Cutting down on that time requires onboarding that's far more streamlined and scalable than many businesses are prepared to deliver.

And onboarding is just the first step in preparing reps for effective buyer engagement. Since modern buyers go through the majority of their buying journey online, reps need to intercept their attention on channels like social media with compelling content. And once a relationship has started, reps need to hold that attention with continual communication, both reactive and proactive.

### How enablement technology helps:

- Allows you to create engaging, mobile-friendly lessons for reps – in the context of the tools they use every day – in just a few clicks and drag-n'-drops
- Provides curated content feeds for reps, from both the marketing team and third-party sources, for resonant and risk-free sharing on social media and other engagement channels
- Lets you co-brand and customize digital sales rooms for ongoing communication between reps and buying teams

With these tools, new reps can more easily learn, retain, and refer back to the knowledge they need; they can confidently post content on social media that will help establish them as experts that prospects want to reach out to; and they have secure online environments to keep confidential conversations going anytime, anywhere until the deal is closed.



**84%** of sales and enablement professionals say more training, coaching, and/or upskilling would help them close more deals.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

## Take control of your content



**83%** of sales professionals say they often or sometimes are unable to locate the content they need when interacting with prospects and/or clients.

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

Findable content is usable content. But for many sales teams, search results are less than ideal and, to make things worse, different assets are often housed in various repositories. This means marketing teams, who often create this content, invest time, labor, and money into materials that are potentially very effective, but that reps simply can't get their hands on.

With that said, taking control of your business's sales-related content isn't just about making relevant content assets easy to find; it's also about empowering reps to personalize that content for maximum buyer engagement. However, that process is still highly manual, requiring a lot of tool toggling.

### How enablement technology helps:

- Provides a single, centralized content library with AI-driven, situationally aware search and intuitive filters so sellers can find the right content at the right time every time—and fast
- Offers streamlined deck assembly with content recommendations based on pre-built questions, the answers to which help reps assemble personalized presentations on the fly
- Allows automatic access to and incorporation of slides from other approved decks without ever leaving PowerPoint or Google Slides

Efficiencies like these ensure reps can find the content they need when they need it and quickly customize it to ensure it resonates with their target audience. Furthermore, enablement technology features analytics on what content reps are using, and how buyers are interacting with it, highlighting what's most impactful so the marketing team can focus on creating what really moves the needle. More on this below in Number 3.

# 03

## Facilitate team collaboration and alignment

Sales, enablement, and marketing teams that aren't strategically aligned on what they need to accomplish and how they're going to accomplish it can't successfully drive positive business outcomes. And this misalignment is unfortunately rampant among GTM teams at many organizations.

Much of this siloism is perpetuated by various teams using different platforms housing disparate information that provides an incomplete picture of what's happening in the field. Bringing these teams together comes down to facilitating greater communication, providing clearer visibility of cross-functional tasks, and sharing universally available data.

### How enablement technology helps:

- Provides readily available content usage and buyer engagement stats
- Offers efficiency-related and attributed-revenue metrics
- Features out-of-the-box reports

Unified data leads to unanimous insights. With a variety of results-driven analytics under a single pane of glass, it's easier for teams to agree on what's real and what to do about it. This is especially true of content. When all GTM teams know what's being used, how it's being used, and how buyers have engaged with it, they can all contribute to its improvement, ensuring future iterations meet everyone's needs.

**Sales and marketing alignment can help your company become **67%** better at closing deals.**

Source: <https://learn.g2.com/sales-enablement-statistics>



## Go to market faster

Team alignment is also crucial for getting new products and services to market efficiently—and that goes beyond having a single source of truth for data. What's really needed is a single source of truth for strategizing, planning, and program management.

While there's no shortage of digital collaboration and work management tools out there, their integrations with other platforms are often minimal, perpetuating siloism and misalignment.

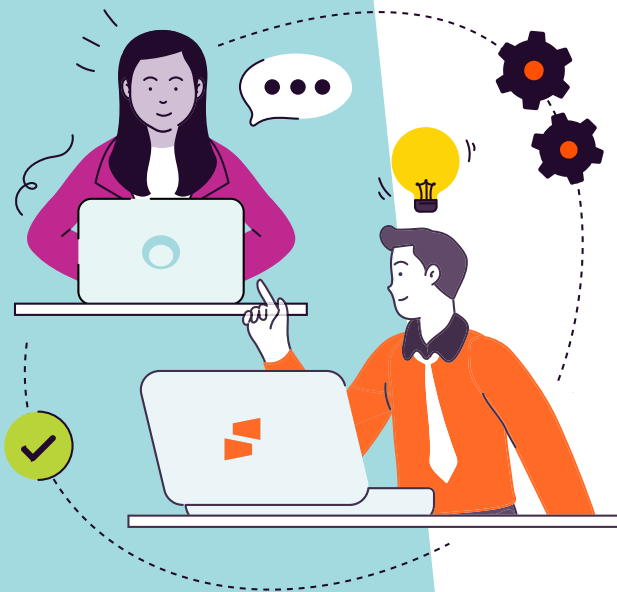
### How enablement technology helps:

- Offers centralized, shared planning tools for enablement initiatives
- Allows those in the field to submit requests to the marketing and enablement teams (i.e., for new sales assets and new lessons)
- Features streamlined task assignments and stakeholder notifications to move projects forward quickly

Combined with the universally visible datasets discussed above, these capabilities allow GTM teams to seamlessly kick off and keep track of work from end to end for multiple projects at a time, holding stakeholders accountable, making it easier to manage expectations, and ensuring everyone is on the same page regarding strategy, tactics, and timelines.

**85%** of business leaders say an effective GTM strategy is important to the success of their organization.

Source: [https://hbr.org/resources/pdfs/comm/Gong/CRE3220\\_HBR\\_PS\\_Gong\\_Oct2022.pdf](https://hbr.org/resources/pdfs/comm/Gong/CRE3220_HBR_PS_Gong_Oct2022.pdf)



# 05

## Support sellers in the long term and in the moment

To close deals faster, both new and experienced sales reps need continual education not only on updated products, industry developments, and new content but also on how to improve their interactions with buyers, especially digitally. To accomplish this, they need timely sales readiness training (which is about developing and reinforcing their knowledge and skills) and coaching (which is about providing the guidance they need to perfect their craft), both of which also go a long way in keeping up morale—and employee retention. But trying to make this happen at scale for hundreds or even thousands of reps at a time is a logistical nightmare for many businesses.

Furthermore, training and coaching only go so far when a rep is taken off-guard by an unexpected question in the middle of a conversation with a buyer. No rep wants to say “I don’t know” or “I’ll get back to you on that” if they can have the answer at their fingertips.

### How enablement technology helps:

- Features practice modules that simulate real-life buyer interactions and leverage AI-driven sentiment analysis to measure rep clarity, confidence, and credibility
- Provides aggregated results to identify strengths, gaps, and areas for improvement across the business, complete with scorecards and dashboards
- Offers the ability to type a question into Slack or Google Chrome for an immediate, and accurate AI-powered response

Traditionally, regarding training and coaching, businesses have had to rely on a disjointed mix of HR software, complex learning management systems, survey platforms, and email. And for just-in-time answers to unforeseen questions, there was nothing. With enablement technology, businesses provide the purpose-built capabilities that sales reps and other GTM team members require to optimize practically every aspect of how they operate.



**84%** of sales training is forgotten within three months.

Source: <https://learn.g2.com/sales-enablement-statistics>



**“Scaling the business and having the right tools and processes for Sales is really important to us so we can be efficient and continue to grow without having a huge lift from a manual work standpoint.”**

*Esther Friend  
Vice President, Sales Efficiency and Transformation  
Five9*

**Learn more** about how Five9 leverages Seismic for their success.

**View our on-demand webinar**

with Esther wherein she discusses how Seismic helped Five9 overcome the five barriers featured in this guide.

## CONCLUSION

# One goal, one platform

In good economic times or bad, businesses should always take stock of what they can control and seize the opportunity to ensure maximum revenue and growth. That means preparing sales reps to have effective conversations with buyers, making it easier and more efficient for them to share compelling content online, bringing order and relevance to the content they need, launching new products and solutions faster so they have more to sell, and providing them with the long-term and in-the-moment guidance they require to perform their best.

Technology is supposed to help make this all happen. But the answer isn't a patchwork of software from different vendors where one solution addresses one objective. All of the objectives above contribute to one goal: the success of your business. Shouldn't the technology you invest in do the same?

Ready to break down the barriers blocking your business's potential?

**Speak with our team**





## 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.

To learn more, visit [Seismic.com](https://www.seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

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