



PROFILE

A Senior Strategist with a track record of providing innovative sales enablement programs from market channel reviews through to sales team training and analysis of program integration. Key Strength includes understanding the sales funnel leading a client from interest through to the purchase of a product.

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SALES ENABLEMENT 101: START THE JOURNEY TO MAXIMIZING REVENUE

SEMINAR

Provider: Nancy Wiskel
Wiskel Consulting
Length: 20 minutes

DESCRIPTION

Research has shown that the average salesperson spends more than half of their day on tasks other than selling.

This knowledge has heightened the need to improve sales performance and efficiency. Sales enablement can help resolve this dilemma. Organizations large and small, are introducing sales enablement programs to democratize the sales process, increase sales teams' effectiveness, and maximize revenue.

LEARNING OBJECTIVES

Many companies will apply the principles of sales enablement but in a random or reactive way. Throughout this talk, we'll walk through sales enablement fundamentals, why it's so important, and how to get started.

At the completion of this seminar, participants will have a clear understanding of the following:

1. Value of a Sales Enablement Program
2. Framework of a Program
3. How to get started