

2025 SBI SPRING REGIONAL SUMMIT

MAY 13-14, 2025 ATLANTA, GEORGIA

BLUEPRINT

for Sustainable Growth



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Delivered from Experience



Enablement Leaders Growth Forum

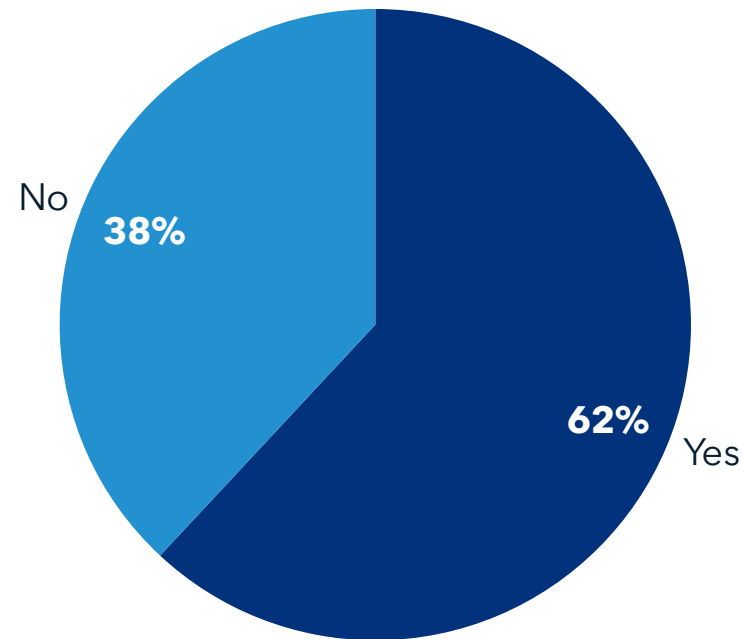
Ray Makela + Bryan Kurey

Intros

1. Name and Company
2. What is the scope of the enablement team at your organization?
3. What is biggest challenge your enablement organization is facing today?

Roughly 40% of teams have no dedicated sales manager training program

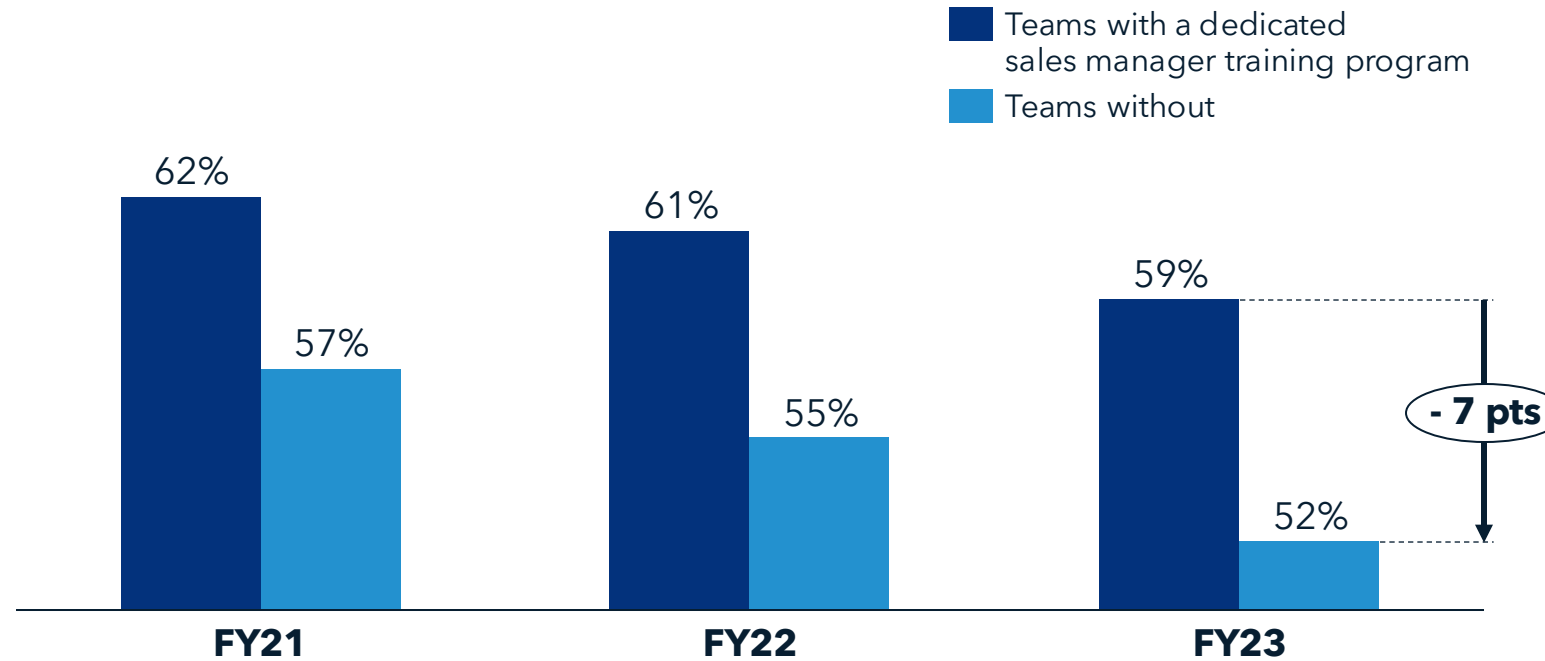
**Portion of Sales Teams with Dedicated Training Programs
for Sales Managers**



N=134 sales organizations in public and private companies in the US
Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

Teams with sales manager training programs see higher rates of sellers achieving quota - as much as seven percentage points more

Mean Portion of Sellers That Achieved Quota in FY21-FY23



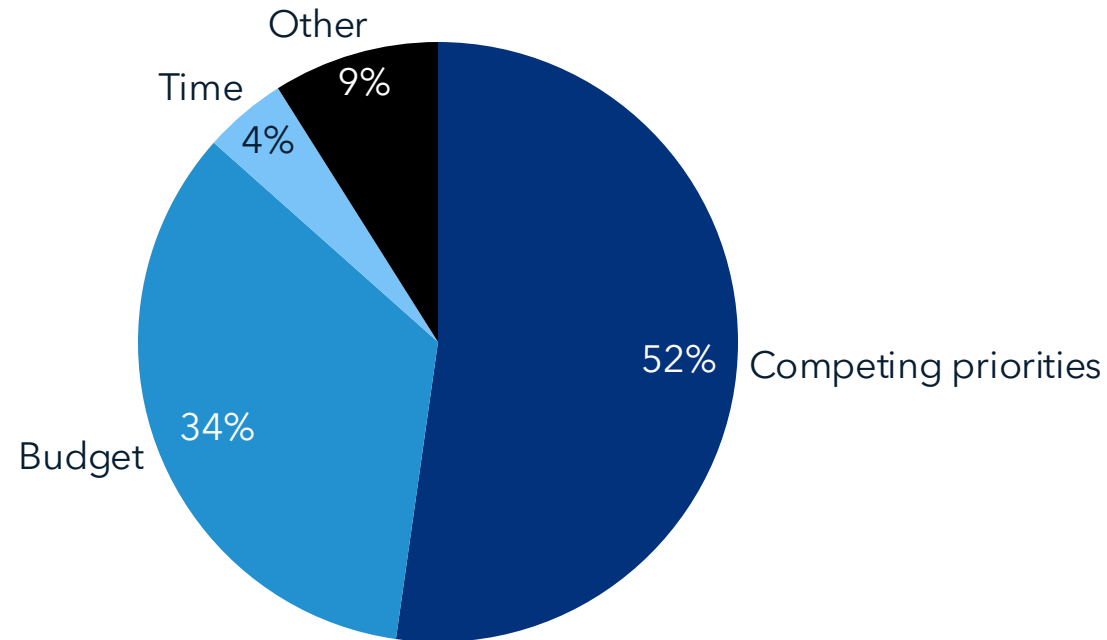
N=83 sales organizations in public and private companies in the US that reported in-house or third-party training for sales managers in the LTM , n=51 teams that reported “We do not have a dedicated sales manager training program.”
Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

Four actions to close the manager training gap:

- 1. Stop allowing short-term priorities to serve as obstacles to training.**
- 2. Treat managing sales performance and sales coaching as distinct skills and address both for effective sales manager.**
- 3. Devote time to technology training to ensure productivity gains from new technologies are fully captured.**
- 4. Don't rely on coaching playbooks as the sole reinforcement mechanism.**

Enablement leaders most often report competing priorities as the leading obstacle to sales manager training

Portion of Teams Reporting Their Top Obstacle to Sales Manager Training



N=134 sales organizations in public and private companies in the US, "Other" includes a variety of custom responses that do not present a unified theme, e.g., "sales manager buy-in", or that training is owned by another department
Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

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Managing sales performance and sales coaching are distinct skills that impact seller behavior differently; sales managers need both to successfully lead their teams

Managing Sales Performance

Implementing behavior-based systems to manage key sales activities and establishing clear performance expectations to drive results.

Examples of Managing Sales Performance:

- 1 Setting expectations and holding sellers accountable for opportunity targets
- 2 Monitoring and assessing sales performance metrics
- 3 Conducting regular performance reviews and providing constructive feedback
- 4 Identifying and addressing performance gaps through targeted interventions
- 5 Creating and implementing performance improvement plans



Sales Coaching

Helping teams to enhance performance through structured coaching processes and techniques.

Examples of Sales Coaching:

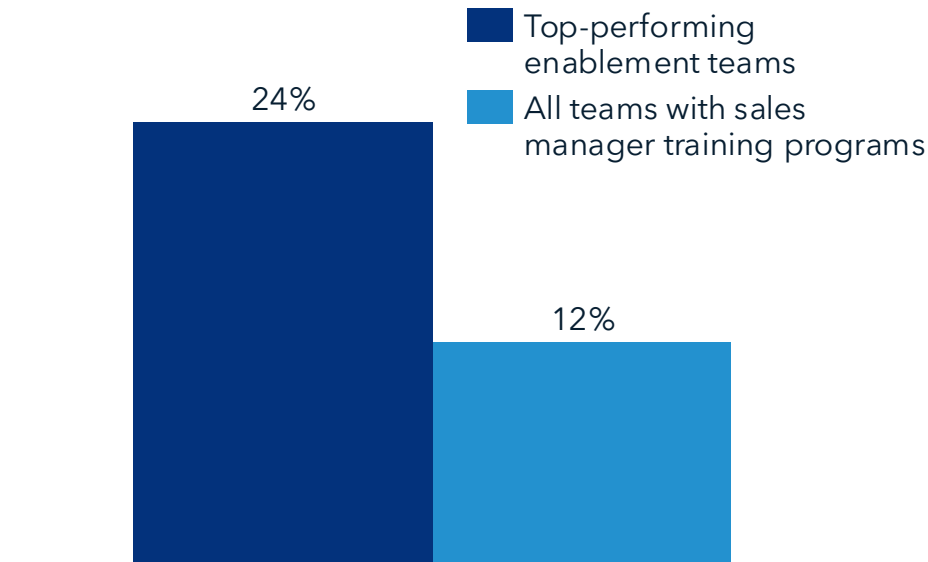
- 1 Guiding sellers to manage the opportunity process more effectively
- 2 Developing sellers' skills in sales conversations, presentations, and negotiations
- 3 Providing individualized feedback and coaching to improve sales techniques
- 4 Helping sellers build stronger relationships with customers and key stakeholders
- 5 Mentoring and supporting sellers in their professional development and growth

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Just 12% of teams cite revenue technology training as a top priority, though top-performing enablement teams are twice as likely to do so

Portion of Teams Reporting Revenue Technology Training in Their Top Three Sales Manager Training Priorities



N=83 sales organizations with dedicated sales manager training programs in public and private companies in the US, n=25 top-performing enablement teams with 17% higher attainment. See [How Modern Enablement Teams Scale for Growth](#) for details on top-performing team criteria.

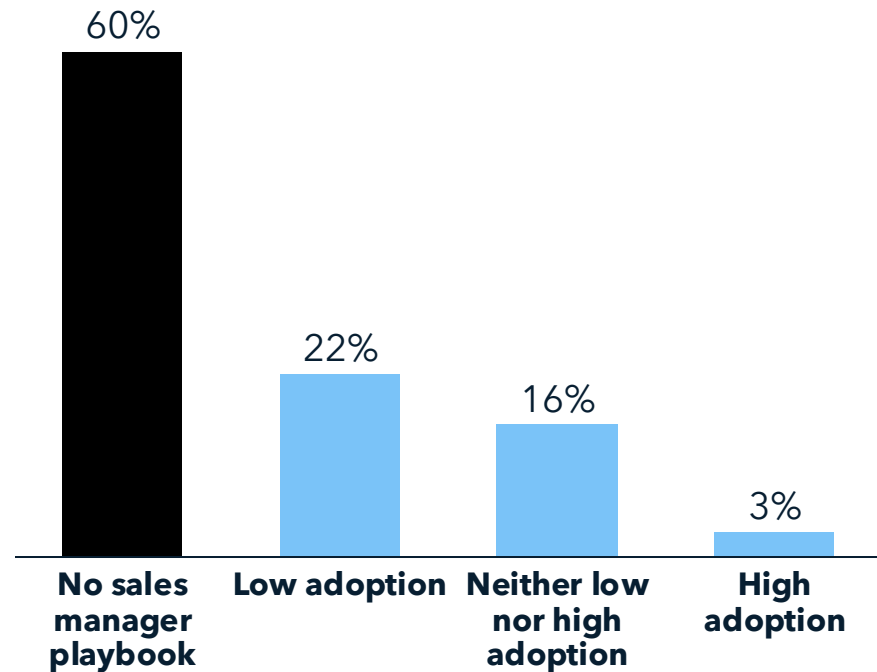
Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

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About 40% of teams reported using a sales manager playbook, though using one sometimes coincided with a smaller portion of sellers achieving quota

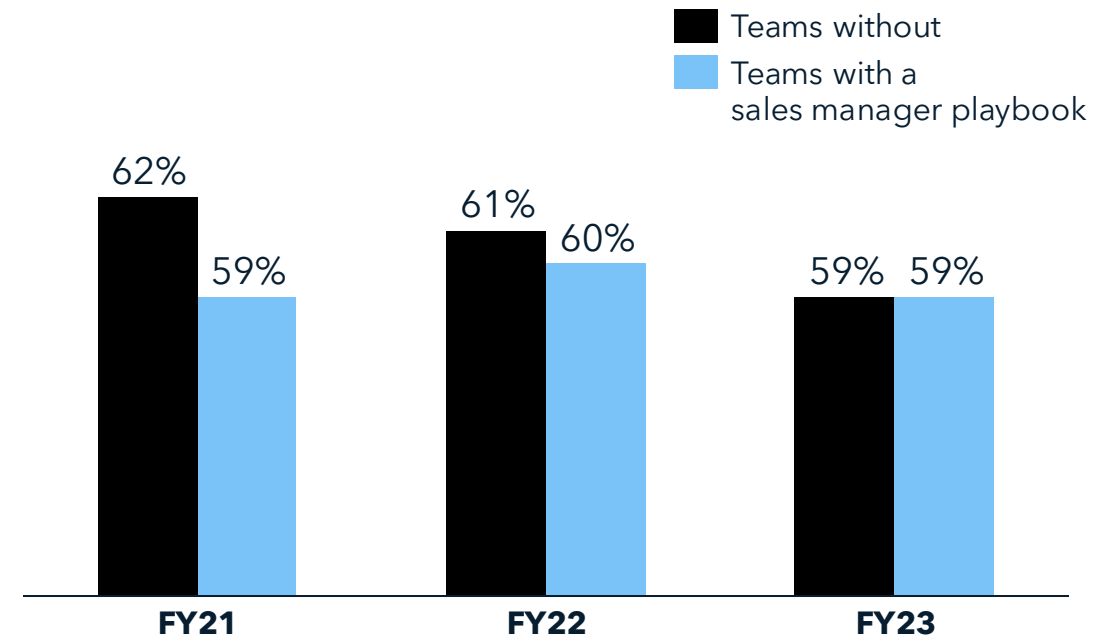
Portion of Commercial Teams Reporting Adoption of a Sales Manager Playbook



N=134 sales organizations in public and private companies in the US

Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

Mean Portion of Sellers That Achieved Quota in FY21-FY23



N=54 sales organizations in public and private companies in the US that reported using a sales manager playbook, n=80 teams with no sales manager playbook

Source: SBI and Revenue Enablement Society (RES), Q3 2024 Revenue Enablement Effectiveness Survey

Thank you!

About SBI

Driven by insights and delivered from experience, SBI continues to help clients grow their revenue, margin and enterprise value in ways never before possible.

Working with us, leaders can expect confidence and trust with experienced partners every step of the way. We engage and support our clients as an extension of their team, both guiding and working side-by-side to deliver relatable, practical strategies that work for today and tomorrow.

www.sbigrowth.com

The background features a series of thin blue lines forming a grid-like pattern. Several arrows are integrated into this pattern: one pointing up on the left, one pointing right in the middle, one pointing left on the left side, and one pointing up on the right side.

Networking Hour

Floor 8