Demandbase

THE ROI Lab

for Sellers

The Revenue Enablement Playbook: Empowering Your Sales Team for Success

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Why Demandbase?

Selling is Harder than Ever

82%
of B2B decision-makers think sales reps are unprepared

90%
of decision-makers don't respond to cold calls or emails

53%
of sales reps are meeting or exceeding quotas

Good things happen when you weave Account Intelligence into every step of the sale

Spot opportunities faster

- Uncover who is in market for your solutions
- Gauge their level of interest based on intent signals and behavior
- Use predictive modeling to determine how likely an account is to turn into an opportunity or customer

Progress deals faster

- Find warm introductions
- Focus on what accounts care about most
- Monitor trigger events like leadership changes, expansions, and new funding

Drive growth faster

- Discover opportunities across corporate hierarchies
- Penetrate deeper into accounts
- Protect your customer base

The Importance of Revenue Enablement

- Maximize the investment you've made

- Build Rep confidence

- Drive consistent Rep performance

- Improve sales productivity

- Accelerate sales velocity

The Business Impact of Demandbase

Our customers get results:

2x
the dollars being added into their pipeline over the same month, previous year

66%
reduction in time spent qualifying leads

30%
increase in bookings over a 4-month period

Our Enablement Playbook

The Enablement Flywheel

Revenue Enablement Flywheel

LAUNCH

The planning, preparation and initial launch programming of a net new initiative. Typically the tip of the spear in motivation/inspiration for change.

SUSTAIN

The strategic motion to ensure the enablement content is evergreen and fit for purpose for a new audience to consume. Adjustments may need to be made for added context and sequenced in a way that accounts for the lack of cognitive schema.

REINFORCE

Enablement "campaigns" that have multi-modal, multi-touch engagement opportunities. This should include a variety of manager-driven activities to hold teams accountable to behavior change.

Launch

- Train managers on the feature being released

- Provide managers with step-by-step guide on how to run a breakout session for their team after a larger overview session

Example Agenda to Share:

- AS LARGE GROUP: Small talk, review of expectations for reps, followed by host breaking team into even groups (4 minutes)
- Ice breaker (1-2 minutes)
- Practice time (30-40 minutes)
  - Play Ball
  - Feedback
- Closing/Wrap-up (5-10 minutes)

Reinforce

- Introduce knowledge checks to ensure that team understands how to use the feature

- Host office hours to help reps who may need additional guidance with features

Sustain

- Continue to share success stories that highlight great adoption of features you want the team to use

- Always review what has already been covered before introducing new features

- Implement launch and reinforcement materials into regular onboarding cadence

Top Features to Focus On

Top 4 Features to Start With

1. How to build a list in Demandbase
2. Leveraging Dashboard insights
3. Using Demandbase to find the right Accounts and People
4. How to multithread

Our Team's Results

Enablement Works!

30%

Increase in SQLs per month per sales rep

34%

Increase in pipeline productivity 1 month after enabling

Tips & Tricks

Demandbase

Thank you!