



What is Sales Enablement?

Hitting sales quotas consistently requires sales professionals to have first-class selling skills and well-developed knowledge of their company's product, the market, trends, customer needs and competitive landscape

Key challenges

Short on time: Upcoming product launch or campaign requires your sales force or channel partners to be fully trained and supported to deliver the expected revenue goals. You need resources asap for your launch readiness.

Limited resources: Your internal team is either maxed out or has insufficient expertise in developing critical sales enablement such as: training webinars or on-demand courses, sales playbooks, call scripts, competitive battle cards, cheat sheets, and channel partner enablement.

How Aventi helps

Aventi Group brings decades of experience in crafting the tools and training to enable sales teams. With quick ramp-up and on-boarding, our team can get your sales team or channel partner reps running on all cylinders in no time flat.

SALES ENABLEMENT TOOLS



Customer presentations

Customer-facing presentations used by sales reps or channel partner reps to drive conversations in the first and second sales meetings.



Sales Playbooks

Primers with key qualification questions, value proposition, differentiators, qualifying opportunities, objection handling and closing strategies.



Competitive battle cards

Reference tool with competitor overview, how to set competitive traps, hard hitting facts, and countering claims.



Cheat sheets

One-pager with elevator pitch, qualifying questions, value proposition, and more.



Call scripts

Step by step talking points for inside sales or sales development reps to be used when setting appointments with and qualifying prospects.

PRODUCT TRAINING



Webinar

Live and recorded webinar presentations on product/selling skills development.



On-demand courses

Online course with quizzes and certification testing.



Coaching/mentoring

One-on-one coaching for reps and sales leaders on specific deals, prospect meetings, and follow-ups.

ENABLEMENT GUIDANCE



Executive guidance

Executive guidance on sales enablement strategy, compensation, metrics, key performance indicators, organization/territory design, and running sales management reviews/meetings, and channel sales enablement.



Interim roles

VP of Sales, Chief Revenue Officer, Director of Sales, Channel Sales, and Inside Sales Manager.

Business impact examples

In working with our clients, we have seen significant impact in conversion rates, sales cycle, and productivity.



10-30%

INCREASE IN CONVERSION RATES



20%

INCREASE IN PRODUCTIVE CAPACITY



25%

REDUCTION IN SALES CYCLE TIME



35%

INCREASE IN PIPELINE-TO-QUOTA RATIO

Client Testimonials



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As the category leader of graph databases, Neo4j looked to Aventi Group to accelerate sales pipeline through enriched sales training and enablement. Aventi was the perfect partner for our hypergrowth plans given their experience with complex technologies and best practice approach to enablement. By snapping in and contributing quickly for our top use cases, we were able to hit the ground running with our sales partners. ”

— **Neha Bajwa**, VP Product Marketing, Neo4j

Let us help you!

We'll provide you a free benchmark assessment of your sales enablement content or input on your sales enablement strategy and tactics.

Let's Connect

We'll listen to your challenges and craft the best plan of attack.

[Contact Us](#)



Aventi Group
expertise. speed. results.