

Sales enablement charter template

Opportunity Statement		Champions / Sponsor			
Defines the challenges of the current situation and the value SE can bring		Who is the SE sponsor? (it's often the head of sales)			
Mission Statement		Audience			
Outlines what the enablement function is intended to accomplish. What does the enablement function do? Who does it do it for? Why does the work need to be performed?		Outlines the target audience for SE efforts (sales, presales, partners) and any complexities			
Goals – Scope summary & parameters		Outcomes and metrics		Success drivers & budget	
<ul style="list-style-type: none">• What is the core scope of sales enablement?• What is SE accountable for?• Where does SE start and stop?• What functions have inputs or outputs?		<ul style="list-style-type: none">• What are the expected outcomes?• What are the measurements of success?• How will SE know it has been successful?		<ul style="list-style-type: none">• Who is funding the function and programs?• What does SE need to be successful?• What is the customer journey & how does SE support it?	
Logistics and Resources					
Risks and dependencies		Success drivers		Budget	
<ul style="list-style-type: none">• What are obstacles for success?• What will cause the efforts to fail?• Who or what does the SE function depend on?		<ul style="list-style-type: none">• What does SE need to be successful?• How will SE support the customer journey?		<ul style="list-style-type: none">• Who is funding the function & programs?• What resources & tools are needed?	