

Sales enablement maturity model

Different organizations will be at different levels of their sales enablement journey. If you're at a company that's had an established sales enablement team for some time, odds are, you're at a pretty mature stage. If you're at a startup though, or a business that's new to the sales enablement concept, you're probably going to be starting out at the bottom of that maturity ladder.

In this template, we'll take a look at the 5 core stages of the maturity model in a bid to help you pinpoint where you are right now, as well as what needs to be in place to mature even more.

| Stage 1: Ad hoc | Stage 2: Undefined | Stage 3: Progressive | Stage 4: Mature | Stage 5: Optimization |
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| The organization as a whole is pretty unaware of the sales enablement process. | Some people within your organization focus on sales enablement. | The importance and value of sales enablement is acknowledged by specialist, in-house initiatives. | Sales enablement has a distinct role and is a recognized element within the organization's sales process. | Sales enablement is considered standard practice. Team members are encouraged to trial enhancements that have been made to the process. |

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| There aren't any processes in place to support sales enablement. | Although a CRM system is in place, this is rarely used within your organization. | Sales representatives use CRM systems. | Teams throughout the company communicate using a shared language and collaborate whenever necessary. | The KPIs set by the company parallels the outcome of customer lifetime value. |
| There are no set processes in place to support the sales and buying function. | While core metrics have been outlined, they aren't meticulously tracked. | Metrics are used to link the performance of sales teams and business goals. | Teams acknowledge the value of metrics, apply these within their practice, and share learnings with colleagues. | There isn't a blanket approach applied to the customer journey. Rather, an onus is placed on providing a bespoke, tailored experience. |
| While metrics are used, this is only on an individual basis and isn't applied on a wider scale. | The sales objectives in place don't correlate with set targets within your business. | Customized, targeted messaging campaigns are used to communicate with audiences. | A clear-cut training strategy has been established within the company and has been designed to introduce soft-skills within the team. | The sales enablement process correlates with the strategic aims and objectives that have been outlined at the company. |

Collateral designed to support sales isn't shared or effectively communicated out. Sales collateral and information around competitors are shared with salespeople via email.

Lack of cohesion between campaigns and ad hoc activities. Sales enablement sessions are provided for staff members.

Automation platforms aren't used to liaise with customers or automate processes.

Sales training sessions aren't in place.
