

Your sales enablement team

Something that is super important for an effective sales enablement function is to figure out what roles people will be playing. If people don't know what they're doing, it won't matter how strong a strategy you have in place, your sales enablement will likely unravel over time and fall apart. Set clear expectations on what teams and individuals will be doing.

By having a strong sales enablement structure and collaborative working model, cross-functional teams comprised of the right people can be more effective working together in achieving their goals, both individually and collectively as an organization.

The examples below typically encompass what an enterprise sales enablement team structure looks like. If you're in a smaller organization then your team structure will likely start at the director or manager level.

Job role	Roles & responsibilities
Chief Enablement Officer	This role can often be found within organizations that have a large sales enablement team in place. A Chief Enablement Officer will drive strategy and adoption of sales enablement programs across the organization with a top-down, holistic approach that aligns with the company vision.
VP of Sales Enablement	This person will be responsible for driving growth and sales productivity by more effectively helping the sales force to identify and convert sales opportunities.
Director of Sales Enablement	A director will likely be responsible for translating strategies into programs, including the management of budget, resources, and staff. At large organizations, a director may

oversee regional or product-based silos within the sales organization and work towards building cross-departmental relationships.

Sales Enablement Manager

This role will likely be found within most sales enablement teams, regardless of the size of the organization. Sales Enablement Managers are essential to stay embedded with sales reps and deliver sales enablement initiatives.

Program Manager

Whether or not you have a program manager can be dependent on the size and scope of your sales enablement efforts. Program managers may be necessary for running individual programs, such as those within rapid-growth companies that are hiring new sales reps. Dedicating a sales enablement program to onboarding ensures that training sessions are valuable and so can free up the sales enablement team to focus on other priorities.

Channel Manager

According to GitLab, the Channel Manager is responsible for sales enablement of their assigned channel, and managing their channel to achieve stated sales targets. Their main responsibility is to establish productive, professional relationships with key personnel in assigned partner accounts.

Enablement Data Scientist

Under this role, an individual will develop tools and technologies to help the sales enablement team achieve even more value. An Enablement Data scientist will likely use advanced statistical analysis to identify enablement courses, materials, training, and other factors that influence sales productivity.

Instructional

These individuals are in charge of ensuring that all courses

Designer	for training sessions are designed with special care so as to reinforce the information. It is critical that designers can assess the sales culture and create courses that resonate with reps.
Content or Marketing Specialist	These are the people who make recommendations on how to improve ideas and artifacts, and brainstorm with the sales team and business leaders on how to disseminate their most important messages. They identify any gaps within the sales enablement toolkit (whether it's a slide deck, a playbook, talking points, a curated library of existing demos, or something else) and partner with Sales to bring the deliverable to life.
Sales Coach	They will usually act as a consultant to salespeople and provide helpful advice on coping with job-related challenges. In addition to this, they can also lead the strategy for coaching programs and training sessions.
