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Marketing & Sales Growth

Static vs Dynamic Sales Enablement

Why your Sales & Partner teams need more than a Content Library

Static Sales Enablement Looks Like . . .

A deck here, a datasheet there
. . . in different folders and locations

✖ One-size-fits-all content

✖ Rarely updated or used

✖ No feedback loop

✖ Little visibility into impact for Sales or Partners

"65% of sales content created by marketing goes unused - often because it's outdated and unusable."

(Source: Forrester, 2024)

Dynamic Enablement Looks Like . . .

Feedback-led

Tailored to deal stage & industry vertical

Informed by Sales & Partner intelligence

Embedded in tools & workflows

Measured by impact, not asset count

What Sales & Partners Need:

- Competitive battlecards updated in real-time

- Buyer-specific objection handling

- Partner-ready value propositions

- Win / loss insights

- Contextual assets on demand
    - By buying stage
    - Buyer role
    - Industry / vertical
    - Deal type or motion
    - Region / market maturity

"On average, reps spend 11 hours per month looking for and modifying content for buyers."

(Source: Forrester)

Why Traditional Enablement Fails Sales & Partners

Rigid enablement slows sales and partners instead of driving success. Here's where it fails:

Direct Sales Enablement
- Build once, never revisit
- Mistake volume for value
- Over-rely on platforms
- No shared KPIs with Sales

Partner Enablement
- Generic, one-size-fits-all content
- Static portals with low engagement
- Little co-creation with partners
- No shared success metrics across GTM

Modernising Your Enablement Approach

💡 Audit what's used vs ignored

💡 Establish ongoing feedback loops

💡 Co-create content with Sales & Partners

💡 Align enablement to revenue goals

"Only 35% of decision makers say content from vendors shows understanding of their needs."

(Source: Forrester)

Reframe the Role of Marketing

From content creators to enablement partners

From outputs to revenue outcomes

From static content support to dynamic enablement collaboration

Across direct, partner, and hybrid motions

What's One Way You Could Make Enablement More Dynamic?

- Co-creating with Sales and Partners?

- Better insight into what gets used (and what doesn't)?

- Content that flexes by deal stage, region, or motion?

Share your thoughts, or let's connect to chat.

DM me if you're exploring how to make enablement more effective.

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