

MarSales™ Sales Enablement

Product Brochure

Drive Hyper-Profitable Sales Teams



Harvard Business Review

Extract from **Ending The War Between Sales and Marketing**⁺



When sales are disappointing, Marketing blames the Sales force for its poor execution. The Sales team, in turn, claims that Marketing sets prices too high and uses too much of the budget, which instead should go toward hiring more salespeople or paying the sales reps higher commissions.

More broadly, Sales departments tend to believe that marketers are out of touch with what's really going on with customers. Marketing believes the sales force is myopic—too focused on individual customer experiences, insufficiently aware of the larger market, and blind to the future. In short, each group often undervalues the other's contributions.

This lack of alignment ends up hurting corporate performance...

We've seen both groups stumble (and the organisation suffer) because they were out of sync. Conversely, there is no question that, when Sales and Marketing work well together, companies see substantial improvement on important performance metrics: Sales cycles are shorter, market-entry costs go down, and the cost of sales is lower...

It's hardly surprising that these two groups of people find it difficult to work well together.

If the organisation doesn't align incentives carefully, the two groups also run into conflicts about seemingly simple things—for instance, which products to focus on selling. One would expect some strains to develop between the two groups. And, indeed, some level of dysfunction usually does exist, even in cases where the heads of Sales and Marketing are friendly...

There's a strong case for splitting Marketing into upstream (strategic) and downstream (tactical) groups. The integrated organisation will not succeed unless Sales and Marketing share responsibility for revenue objectives.



There's one solution to this and it's MarSales™.



Oscar Chavez

Oscar Chavez

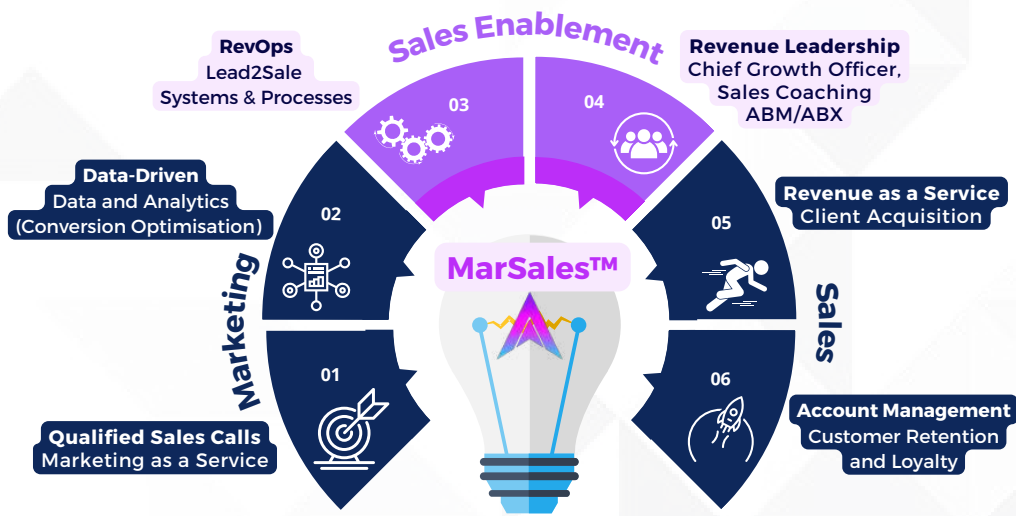
Executive Chairman

**Download Reference Architecture For
A Hyper Profitable Sales Organisation**



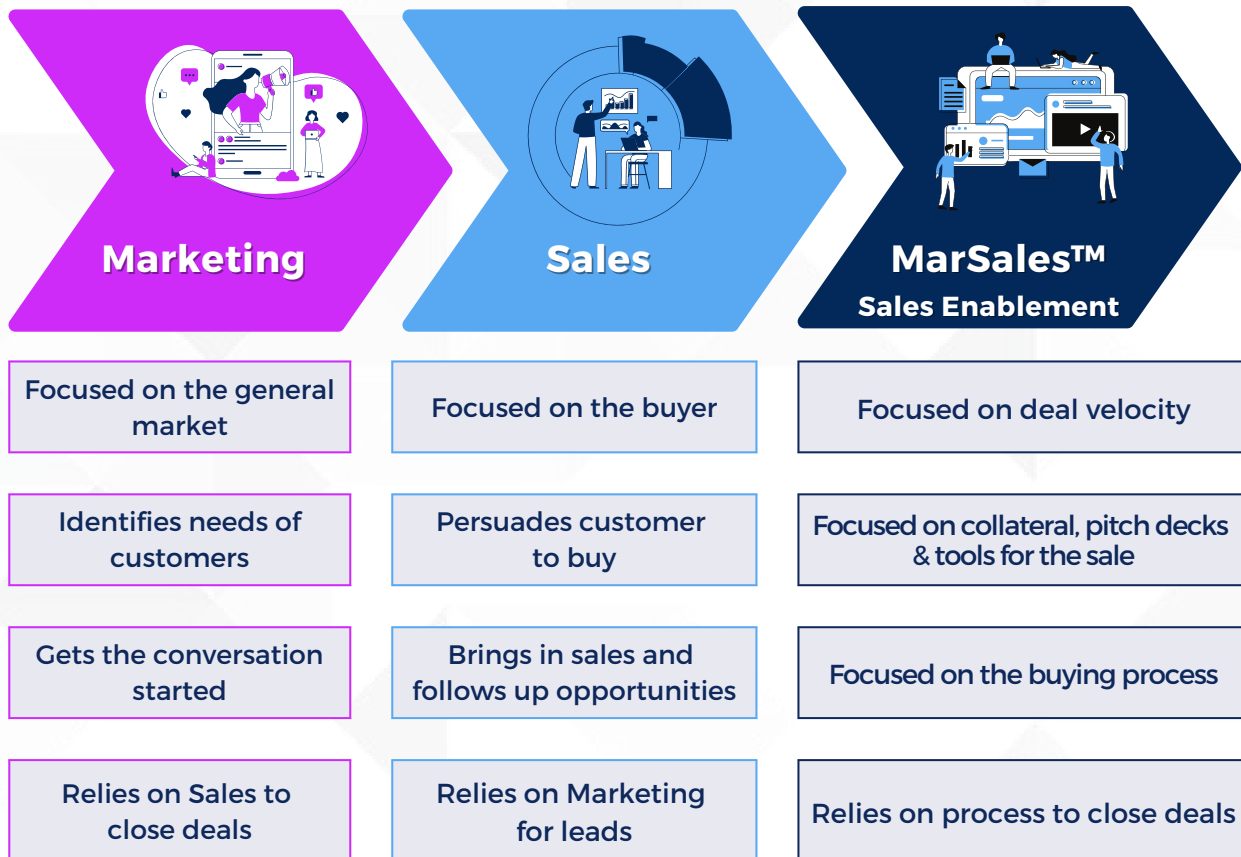


MarSales™ Sales Enablement



Sales Enablement is the business function that ties everything together. We think of Sales Enablement as the API that connects Sales and Marketing. For an API to work effectively, it needs a standard communication language. Our language is the language of **revenue**. Having both departments aligned, discussing and sharing accountability for revenue drives new growth. Marketing stops focusing on "brand awareness" and sales teams are really put to work chasing an abundance of opportunities. Our Sales Enablement program is focused on accelerating revenue.

What's The Difference?





MarSales™ - Sales Enablement Product Overview



Gartner *

“ The foundation of sales enablement strategy is to provide salespeople with what they need to successfully engage the buyer throughout the buying process. ”



Buyer Centric



Productivity Focused



Revenue Focused

Our Sales Enablement Program was established to provide salespeople with what they need to engage their target buyers. As such, it's important to provide Sales with the resources the buyer wants.

Sales enablement plays a key role in scaling the sales organisation beyond a handful of overachievers. It provides all salespeople with the best practices, knowledge, tools, and resources required to be successful. Our Sales Enablement Program ensures resources are easy to find and easy to apply.

Sales enablement sits inside of your business' broader sales management strategy. At its best, sales enablement is part of a multi-pronged approach that includes coaching, technology, and other sales strategies. Technology, like a CRM solution, can easily integrate sales enablement into your reps' and managers' daily workflows, and provide organisation-wide access to the latest enablement materials and resources.

*Gartner, 2019. The Who, What, How, When and Why of Sales Enablement. [online] Available at: <<https://www.gartner.com/en/articles/the-who-what-how-and-why-of-sales-enablement>> [Accessed 4 April 2022].



MarSales™ Chief Growth Officer as a Service

The Chief Growth Officer is a hybrid position that bridges the traditional departmental silos in B2B organisations such as: Business Development, Sales, Marketing, Operations, and Product Management. CGOs work on internal alignment as it applies to targeted revenue growth, starting with external market dynamics, customer needs and preferences, and buyer behaviour.

- **Marketing:** The CGO makes sure all marketing activities come from a specific value proposition, which can be analysed and measured as customers encounter the campaigns. Then, these insights are given to Sales, in order to give them the context they need to improve nurturing and conversion.
- **Sales:** The CGO makes sure all sales activities maintain the value proposition, too. But this is continued throughout the entire sales process, as well as allowing for detailed measurements. Insights are then relayed back to the Marketing and Product teams to influence future campaigns and features.
- **Product:** The CGO keeps an eye on all product development activities, ensuring that they are prioritised to deliver value to the customer. Then, once again, insights are relayed to the other teams to optimise acquisition, activation, revenue, retention and referral.

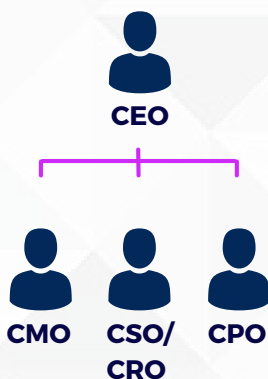
Harvard Business Review

“The main rationale for integrating Sales and Marketing is that the two functions have a common goal: the generation of profitable and increasing revenue. It is logical to put both functions under one C-level executive.”

Reduce Your TCO and Accelerate Your Results

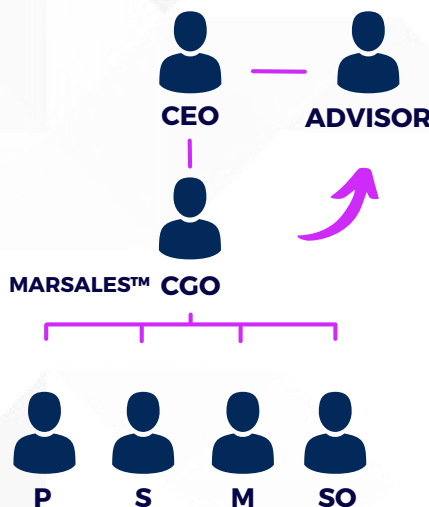
Responsible for planning and delivering the revenue needed to meet corporate objectives, the MarSales™ Chief Growth Officer needs control over the forces influencing revenue - specifically: Marketing, Sales, Service, Pricing and Product.

Old World



- Working in silos
- Blame and clashing views
- Expensive

New World



- Less than half the cost
- More than double the efficiency
- Avoid catastrophic errors

- Strategy
- Disciplines
- Methodologies
- Excellence

- P** - Product
- S** - Sales
- M** - Marketing
- SO** - Sales Operations



Enterprise Sales Coaching as a Service



Sales coaching is a dynamic series of performance improvement interactions between a Sales Coach and a Sales team, designed to evaluate, correct or reinforce behaviours that lead to high achievement. Sales coaching offers unique advantages because it is tailored to the individual's learning style and delivered at the point of need.

Gartner revealed that 93% of sales reps experience challenges that negatively impact their selling capabilities in a virtual environment, with 58% needing dedicated coaching sessions from sales managers to merely function.

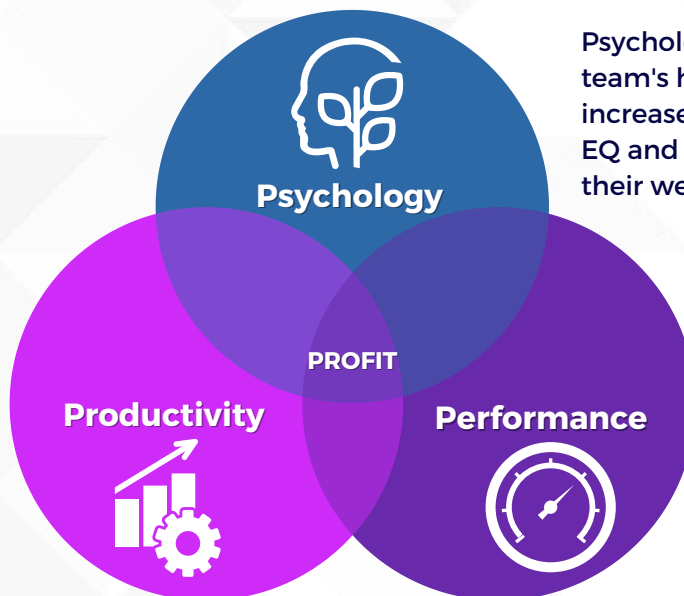


According to Danielle McKinley, Director of Research and Advisory in the Gartner Sales practice, 66% of challenges to virtual selling are internal, and it's up to sales managers to take charge. She explained that this includes overhauling an organisation's sales coaching culture, as it is the foundation for true virtual selling success.

Our MarSales™ Sales Coaching methodology is unique as we leverage all the elements required in making sellers successful. We call this the: 3 Ps of Profit. Non-sensitive information is passed back to the organisation around improvements that need to happen to make your sellers productive. Oftentimes, this can be things like other departments not pulling their weight, feeling undervalued or being trapped in non revenue-generating activities.

MarSales™ Sales Performance Coaching

3 Ps of Profit



Psychology keeps your team's head in the game, increases their Negotiation EQ and helps them iron out their weaknesses

Productivity helps your Sales team become better at documentation, organisation and delegation to ensure their time is profitable

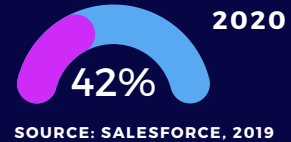
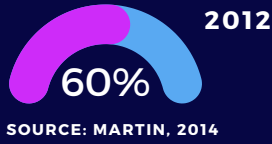
Performance helps your team improve fundamental skills such as: negotiation, executive selling, complex deal acceleration & booking strategic meetings with key executives for executive selling



Enterprise Sales Coaching as a Service

In our whitepaper, [Reference Architecture For A Hyper Profitable Sales Organisation](#), we referenced "The Great Sales Depression" as we see a persistent trend towards quota non-performance. There are several factors at play.

SELLERS WHO ACHIEVED QUOTA



Factors In Non-Performance

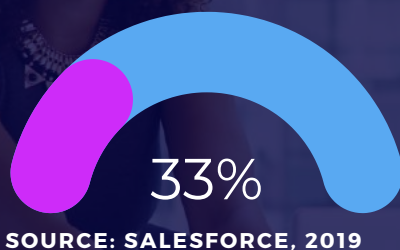


How Does MarSales™ Sales Coaching Help Improve Performance?

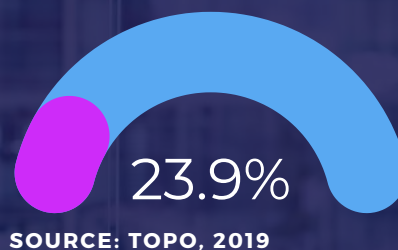
Our Sales Coaching methodology tackles the real problems behind non-performance. We increase the time the seller spends selling by developing organisation and planning skills. We also work with our clients through personalised MarSales™ Sales Enablement Training which teaches sellers how to increase their email conversion rates and number of booked meetings so that they can spend more time on revenue-generating activities.

EFFECTIVENESS OF YOUR SALES TEAM

TIME SPENT SELLING



SELLERS EMAILS OPENED



Fill The Calendar



Empower For Success



Have your emails opened





More Sales



ABM > ABX Account Based Experience

Account-Based Experience (ABX) is a go-to-market strategy that uses data and insights to orchestrate relevant and trusted Marketing and Sales actions throughout the B2B customer lifecycle.

 <p>ABM</p>	 <p>MarSales™ ABX</p>
Marketing trying to get "leads"	Orchestrated process between Sales and Marketing
Content and platform focused	Aligns go-to-market efforts to the Buyer's Journey and what to say to each account
Hard to measure results and ROI	Full B2B customer lifecycle including branding, sales, marketing & revenue

How Does MarSales™ ABX Accelerate Revenue?

MarSales™ ABX keeps the customer where they should be - at the centre of your go-to-market strategy. ABX harnesses all resources towards landing new key accounts for your organisation. The ABX process begins with understanding what the client's buying and decision-making process is; and supporting the buyer with collateral, content, workshops, demos, roundtables, and connection points to have your Sales and Pre-Sales teams deeply connected with your clients at scale. Instead of trying to connect with leads, we connect with executives to build a shared vision before we try to engage the rest of the account. We've landed multi-million dollar deals with IAG, QBE, Qantas, Woolworths, Macquarie, and Westpac as accounts through our unique approach.





Sales Rewards

President's Club SPIFFs

Drive Recruitment,
Performance Retention & ROI



Why President's Club?

When the contest stakes are meaningful, it drives high-performance behaviour. When sales reps are highly compensated, they are encouraged to go above and beyond their normal performance expectations.

Why Choose Us?

Whether you're a growing Sales organisation or a global enterprise, our President's Club will handle the hassles of creating and administering an incredible incentive program including travel or SPIFFs.



Fresh Ideas

Take the results without the hassle. We'll create the perfect trip to create Engagement, Education, Entertainment with your sellers.



Grow More

Great sellers have a competitive spirit. An all expenses paid trip or luxury watch will leverage gamification principles and bring out the best in your team's performance.



Good Management

We'll partner together to plan, budget, and design your incentive program, lifting the administrative burden off your plate.

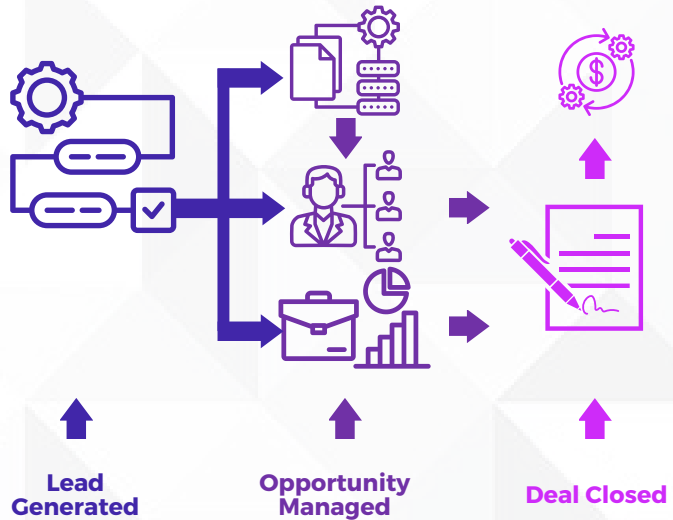


MarSales™ Lead2Sale Process Outsourcing

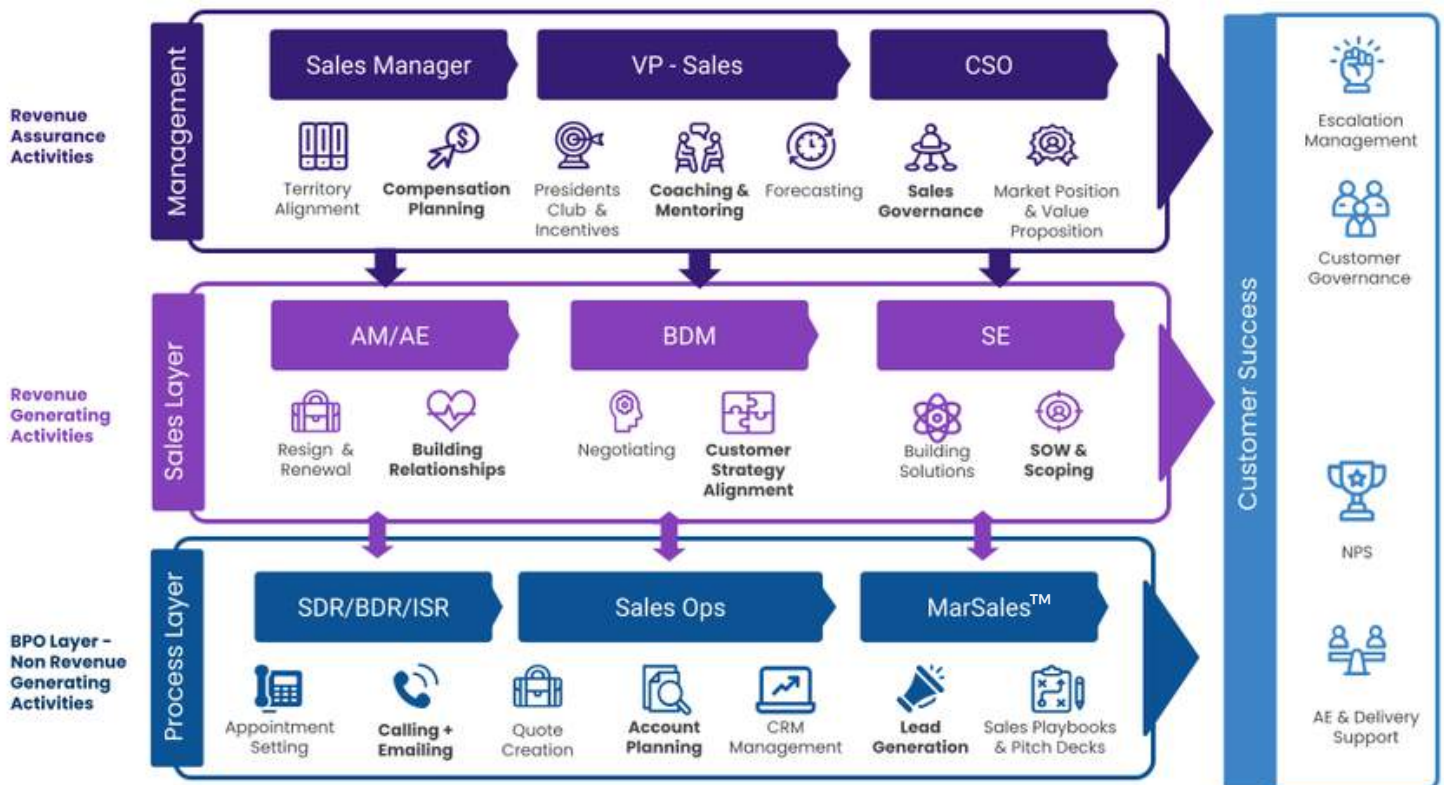
If your sellers are selling only 33% of the time, isn't that a waste of precious time and resources? Why don't you help them get closer to 100%? What if we could get your sellers to at least 80% within 12 months? MarSales™ Process Documentation ensures your organisation knows what to do, when to do it, and which role owner has the responsibility for the outcome. We create clickable processes which contain Standard Operating Procedures to accelerate the velocity of each deal. Instead of all departments trying to push things back onto Sales, and creating hundreds of useless emails, the organisation will understand that your Sales teams are focused on selling. We call this culture and we call this deal flow.

Deal Flow Processes

- Keep org charts up to date
- Account plans documented
- Maximise sellers' time with customers
- CRM managed
- Reduce cost



Our MarSales™ Profit Reference Architecture



Book Your Free MarSales™ Impact Assessment

Please contact us in order to book your free **Impact Assessment** where you walk away with an actionable scorecard and activities the business needs to undertake in order to maximise the profitability of your Sales team today.



G2M PLANNING

Get to market in weeks instead of years

MVP Launch



G2M EXECUTION

Deploy a talented team within weeks rather than months

Sales Augmentation



SCALING

Maximise your profits with your Growth Organisation

CGOaaS

Build Your Profitable Sales Team



Fill the Pipeline



Empower for Success



Leadership



Process Support

SPEAK TO AN EXPERT



WORK WITH US!

Why Outsource?

MarSales™ - Reduce Costs & Accelerate Revenue



1 Reduce Costs - Don't worry about recruitment and training, work with us to optimise your operations and staff

2 Build Competence - There is a shortage of skilled resources, use our know-how & innovation tactics

3 Tools & Technology - Access to advanced applications and experience with leveraging technology for best results

4 Service Level - We have process management and improvement strategies to make your organisation agile

5 Refocusing Internal Forces - Do what you do best & outsource the rest. We're your partner in Growth

6 Gain Flexibility - Dynamic and evolving collaboration between Sales and Marketing to increase revenue in your business