

WHITE PAPER

 **enable us** | by mindtickle

Buyer Enablement: Sales Enablement Evolved

How Buyer Enablement Enhances the
Business Experience



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Introduction

Thriving businesses rely on the steady success of two major players at the root of business to business (B2B) operations; buyers and sellers. Their symbiotic relationship is paramount to economic prosperity, as both are indispensable providers who allow for the mutually beneficial exchange of goods and services.

However, matching appropriate buyers with appropriate sellers isn't always a straight-forward process, especially when those buyers aren't looking for a concrete product but rather a service, process, or collection of information. That's where Buyer Enablement comes into play.

What is Buyer Enablement?

In short, Buyer Enablement is data-driven purchasing power that grants organizational buyers access to desired services more quickly and efficiently than the sometimes endless hours of consulting, browsing, and googling that currently precede it.

“Buyer Enablement is the provisioning of information that supports the completion of critical activities necessary to make a purchase.”

[Gartner](#)

Until recently, buyers had to allocate significant portions of human hours to harvesting large amounts of information before even being able to determine which specific services they needed to research. This process is as lengthy as it is costly, frustrating buyers and negatively affecting sellers' ability to streamline operations, let alone scale up.

To help bridge this transactional gap and encourage economic growth on both ends of the exchange, companies like Enable Us are revolutionizing the virtual sales space by personalizing digital sales rooms in order to connect buyers of products and services directly to pertinent suppliers.

The goal is to enable the convenient sharing of proven expertise to make the exchange delightfully efficient by quickly and painlessly guiding buyers through their problem identification and solution options. This step of due diligence is fundamental and should be carried out thoroughly before any purchasing orders are filled.

How Does It Help Buyers?

As buyers clear the 'identify the need' stage, they can begin receiving assistance through a Buyer Enablement platform in

developing the best strategies to source the most relevant and effective solutions. Once solution options are selected, they are then easily shared with internal subject matter experts and decision makers. This can significantly improve the approval process for purchasing, deployment and user adoption.

It is through this collaborative online process that buyers are expeditiously connected to top tier suppliers whose services are guaranteed to suit their individual needs, all without the hassle and cost prohibitive hurdles of traditional supplier inquest.

The Difference Between Individual and Organization Buying

Most of us are familiar with individual buying, as we all purchase goods with great regularity in our everyday lives. Some of these are tangible goods like groceries, furnishings, clothes, household items, etc. An ever-increasing number of these purchases are made online.

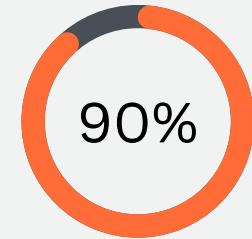
These are common items placed in the digital cart of an individual buyer, one who already knows their issue and its solution, as well as how to conveniently acquire those goods and services. There is little to no negotiation, a limited availability for customization, and user reviews are typically included on the purchasing platform itself. These individuals are unlikely to directly engage with the seller in these

CHANGING BUYING BEHAVIOR

7 of 10

consumers expect personalized buying experiences

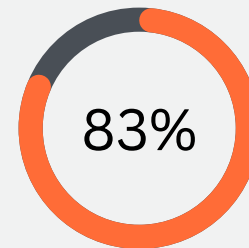
Source: [McKinsey & Company](#)



90%

of buyers more likely to convert after reading an online review

Source: [G2 Crowd](#)



83%

of B2B buyers prefer digital commerce for ordering or payments Source: [Gartner](#)

to find info about vendors, the number of buying interactions increased from

17 to 27

Source: [Forrester](#)

transactions unless there's a problem.

With businesses however, there are countless goods that are not necessarily tangible products, but services or even processes that require deeper knowledge in order to be sourced, purchased, and utilized effectively. While some of these types of products do get sourced by individuals (internet

providers, energy suppliers, package delivery), it's the demand of these services by businesses that is driving the market for Buyer Enablement platforms.

Think of the services a business or government agency might rely on to run smoothly and properly:

- Resource management software
- Internal communications platforms
- Web design
- Tax services
- Payroll management
- SaaS project management tools
- Data analysis solutions
- Analytics platforms

The list continues to grow, going on virtually forever.

B2B Purchasing

A Buyer Enablement Platform is a digital sales and buyer service engineered to grow with an enterprise as its needs evolve. The goal is to provide a single source of easily accessed information, competitive analysis, user case studies, technical details, and more.

This is where the difference between the current Individual Buying and Organization Buying experience becomes clear –

the lack of a smooth, convenient platform for B2B purchasing.

As a Seller AND Buyer Enablement philosophy gains traction worldwide, Buyer Enablement will become a primary tool for successful B2B transactions.

Benefits of Buyer Enablement

Just as the farm-to-table movement elevated the restaurant experience for diners, Buyer Enablement seeks to enhance the purchasing experience for businesses by linking client demand directly to a high quality supplier while providing the same easy, yet individualized experience we feel when we shop online.

"By 2025, most Business to Business (B2B) transactions like buying, selling, and customer on-boarding will feel the same as B2C transactions today – asynchronous, delightful, and quick. We are helping companies to get ready for that using our Buyer Enablement Platform."

Jinal Jhaveri, Co-founder of Enable Us by Mindtickle, and VP of Corporate Development, Mindtickle

The B2B Buying Transition

There's no denying the global economy is continuing its shift to online sales, not just for goods but for many of the irreplaceable services we all benefit from, regardless of our industry or line of work. In this unique way, we are all connected, and by maximizing our digital capabilities we can better prepare for the future of business to business transactions by moving away from a traditional sales model and transitioning our sales efforts into more of an advisory role that focuses on educating rather than up-selling.

“Re-imagine sales and marketing as a resource platform willing to share information that benefits both sides of the buyer-seller transaction.”

Enable Us by Mindtickle Team

So how are B2B companies engaging buyers? By asking the buyers themselves about their journey and how it could be improved. More often than not, when buyers browse online, they go to great lengths to avoid falling for sales pitches. They want to feel like they are the ones actively searching for the services they seek, not that they are being sold something they don't necessarily want or need.

Today, many online sales spaces get this completely wrong, opting for advertisement-heavy websites that end up having the opposite effect than they intend by failing to educate, or present information, to the buyer rather than pitching to the buyer. These tactics all too frequently end up scaring buyers off.

One way this phenomenon manifests itself is in an identified human browsing behavior known as [banner blindness](#). This is the tendency of individuals to ignore page elements they perceive as selling rather than informing them about a product or service they're seeking.

Buyer Enablement is designed specifically to address problems like banner blindness and ensure that the buying experience is pleasant, convenient, and customer-driven.

If we can re-imagine sales and marketing as a resource platform willing to share information that benefits both sides of the buyer-seller transaction, then we will be well on our way to generating the kind of growth that benefits everyone. Growth is founded not just on individual best practices and favorable profit margins, but by building a community where trust and transparency reign supreme.

"By 2025, most Business to Business (B2B) transactions like buying, selling, and customer on-boarding will feel the same as B2C transactions today – asynchronous, delightful, and quick. We are helping companies to get ready for that using our Buyer Enablement Platform."

**Jinal Jhaveri,
VP of Corporate
Development**

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Is Sales Enablement Engaging Sellers & Buyers?

In one word: Yes. When contrasting Sales Enablement with Buyer Enablement, we're actually just analyzing two halves of the same digital engine, both with slightly different mechanisms to enable B2B business to run smoothly. This helps to create the greatest opportunity for growth.

Think of a farmer's market, a traditional open-air version of this concept with both buying and selling taking place, but scaled up to a global marketplace. An enterprise as a whole can only achieve sustainable growth if both sides in a transaction thrive, thereby creating increased demand, supply, and market prosperity. Long term growth requires both Seller and Buyer success.

What is Sales Enablement?

"Sales enablement is composed of strategies, tools and processes that provide sales representatives with the ability to boost their productivity and revenue generation."

[TechTarget](#)

In the context of the ever-expanding digital marketplace, Sales Enablement, at its core, is knowing where and how to equip your sales representatives with the most compatible coaching and relevant content to successfully close deals.

- Up-to-date training
- Latest data and content
- Convenient and efficient sales resources
- A persistent space to effectively organize materials

Why is Sales Enablement Necessary?

As human technology evolves, the inevitable by-product is a marketplace that continues to shift as new buyer trends emerge. Naturally, this plays out on a global scale, where the interconnectivity of the internet serves as a centralized marketplace accessible by any device with high-speed access.

This not only affects the purchasing habits of buyers, it also impacts Sales Content Management and how businesses must adjust to any change in customer tendencies. For this reason, Sales Enablement is an indispensable practice for any business serious about meaningful growth and customer satisfaction guarantees.

“Given that selling is now fraught with arguably more inherent barriers than ever before, it’s easy to see why Sales Enablement is being prioritized by organizations worldwide.”

[LinkedIn](#)

Sales Enablement isn’t simply applying one specific sales technique to the entirety of your business in order to reach revenue targets, but rather the implementation of a series of processes that are backed by data to streamline the buyer journey. Sales data can be analyzed to identify each client’s individual needs in order to connect the right seller with the right buyer.

For example, offerings from seller A may perfectly suit the purchasing needs of buyer A, while being completely unworkable for buyer B. This isn’t to say that buyer B is problematic or that seller A is lacking in supply, it just means that buyer B must be connected with seller B, whose services more closely align with buyer B’s needs.

Gaps in Sales Enablement

While Sales Enablement continues to enhance the productivity of business to business transactions, there still remain some shortfalls in the current solutions offered. After all, even the most established commercial leaders have areas in need of improvement. It’s being able to identify and address these pain points that distinguishes run-of-the-mill suppliers from those who earn top tier status in their industry.

“If the goal of the sales leader is to increase reps’ ability to drive high-value customer interactions, then equipping them with the right information is the recipe for success.”

[Gartner](#)

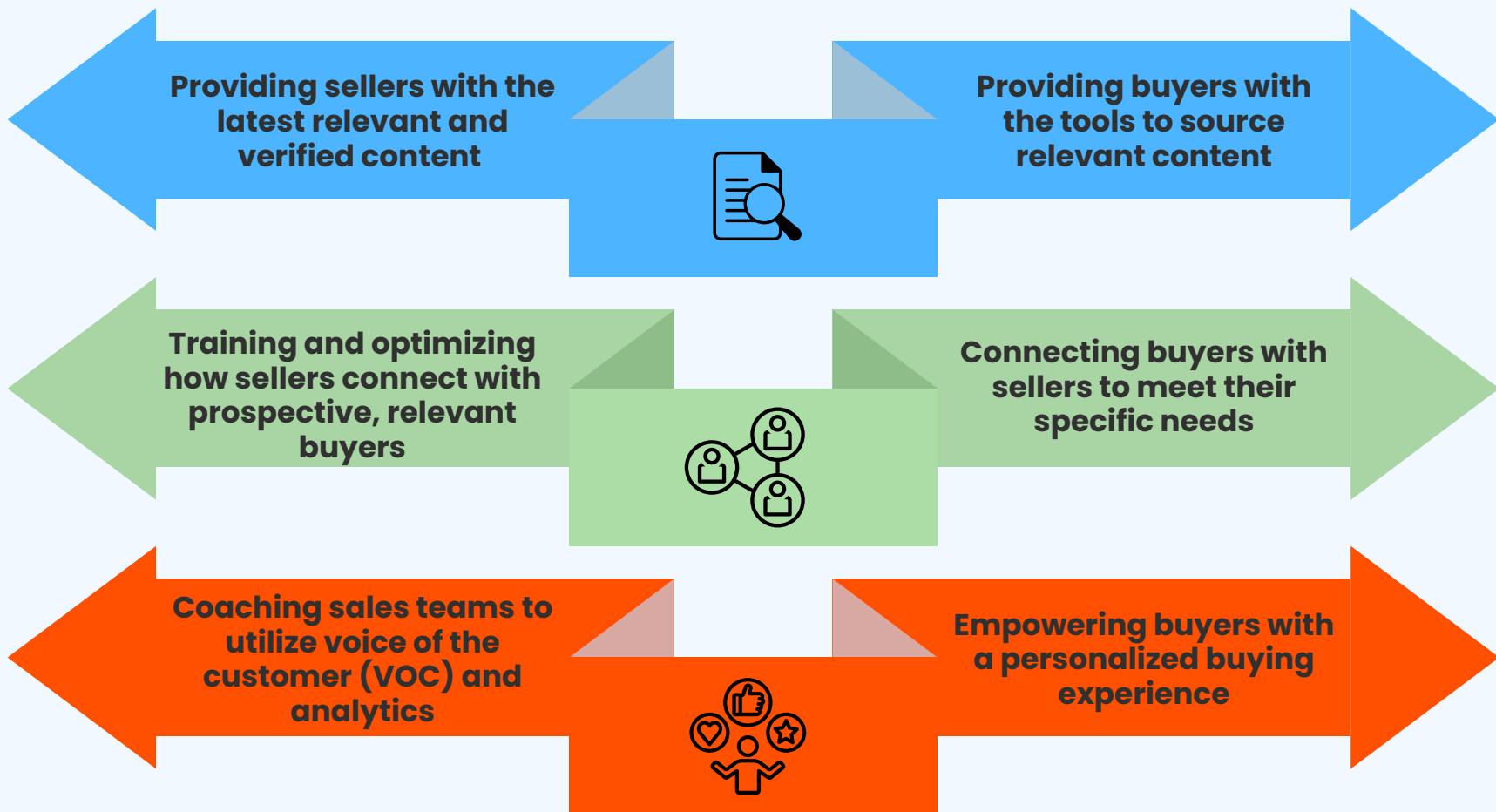
Generally speaking, these problems can include anything from ease of integration with other solutions and lengthy implementation times to overly-complicated user interfaces and circuitous training programs that leave sales reps and champions within the buyer’s organization under prepared to problem-solve specific challenges.

Sales Enablement vs Buyer Enablement

Each enablement platform has its own primary objectives. Combining these two strategies delivers the true value of a tailored, individual buying journey that benefits sellers and buyers, streamlining the B2B purchasing process.

Sales Enablement Platform

Buyer Enablement Platform



To effectively address these issues at enterprise scale, it becomes essential to use data provided by buyers (either through content analytics or direct user survey) as well as sellers, to pinpoint transaction disconnects, re-establish broken links, and bolster customer engagement.

Not only does a holistic insight into seller and buyer data help shield a business from slipping into the trap of a “one-size-fits-all” approach, it can also double as a warning and preventative measure against slow user adoption. Opportunity requires engagement.

Goals of a Sales Enablement Platform

Successful Sales Enablement Platforms provide three major functions:

- Providing sellers with the latest relevant and verified content
- Training sales teams to utilize Voice of the Customer (VOC) and analytics
- Connecting sellers to prospective, relevant buyers

Goals of a Buyer Enablement Platform

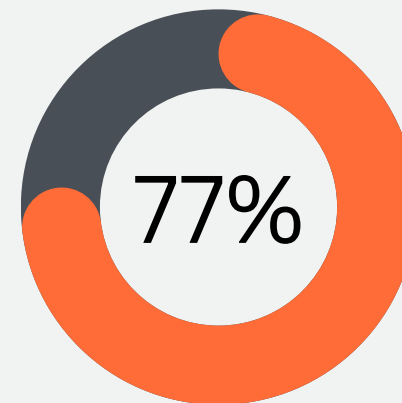
A Buyer Enablement Platform prioritizes three main objectives:

- Providing buyers with tools to source relevant content
- Connecting buyers with sellers to meet their specific needs
- Empowering buyers with a personalized buying experience

Benefits of Merging Buyer & Seller Goals

After distilling each platform’s mission into 3 key functions, it becomes clear that the ideal environment for B2B purchase growth is one in which buyers and sellers are viewed as two sides of the same coin.

While buyers and sellers should receive equal consideration and investment by companies committed to facilitating user-friendly digital sales rooms, it is important to note the myriad number of processes and targeted approaches to content management can vary greatly depending on which side of the transaction you’re coming from.



In a survey of more than 250 B2B customers, Gartner found that 77% rated their purchase experience as extremely complex or difficult.

Source: [Gartner](#)

Fostering a tailored, individual buying journey for customers is what a Buyer Enablement Platform is designed to do. Both buyers and sellers need to be satisfied in each exchange. Both need to find value in the relationship. It's only by understanding both components independently that their merging can become an efficient, effective, and transparent process.

Buyer Enablement – the Evolution of B2B Sales

Enterprise champions, no matter the industry, don't base their decisions solely on revenue paths, they innovate and develop processes that benefit both sides of a transaction.

“With a strong understanding of buying motives, you can tap into the emotional reason someone will buy from you, which plays a critical role in a buyer's decision making process.”

Enable Us by Mindtickle Team

There are myriad examples of Sales Enablement Platforms on the market, however, the logical next step is merging those tools with Buyer Enablement into one seamless platform –not

by acquisition and questionable integration, but by unification from inception.

Digital platforms that dedicate equal time and space to Buyers and Sellers alike will be the most successful in promoting an environment of collaboration and information sharing guaranteed to speed, enhance, and simplify the B2B buyer's and seller's journey.

Incorporate Buyer Enablement into a Go-to-Market Strategy

The traditional B2B sales process is often a segmented one, in which each component, for the most part, runs independently of the others. This siloed model exposes vulnerabilities to both B2B buyers and digital platforms looking to enhance the buyer experience. With such potential disconnects in the sales cycle, you risk losing out on big opportunities.

A go-to-market strategy, however, emphasizes collective action and provides tools to maintain communication and collaboration from the onset of a business lead to the conclusion of its transaction. Where the B2B sales process can, in some cases, be viewed as a simple sales environment, the go-to-market model extends beyond, acting as a cohesive ecosystem that flourishes as a whole.

What is a Go-To-Market Strategy?

“A go-to-market strategy (GTM strategy) is an action plan that specifies how a company will reach target customers and achieve competitive advantage.”

[TechTarget](#)

The main difference between a GTM strategy approach and traditional B2B marketing lies in a targeted plan for how the company will promote and sell its products and services to its customers. This includes identifying the target customer segment, determining the appropriate sales channels and pricing strategies, and implementing targeted marketing efforts to reach the desired market.

There is also more emphasis on integrating marketing with sales, implementation, and customer success – providing a holistic approach to offering a new product or service.

A traditional marketing approach, on the other hand, is more broad-based and may not be as closely tied to a specific plan for selling products or services. Rather, the focus is promoting the corporate brand or larger suite of products and services.

Moreover, while other cross-functional teams may be informed of the marketing strategy, the approach may be less integrated cross-functionally.

Go-To-Market Key Components

The overall purpose of employing a GTM Strategy is to place all of your company's moving parts in lockstep, not just with one another, but with buyers and their B2B journey as well. As we've mentioned before, streamlining the buyer journey remains the top priority, and ensuring the various components of your go-to-market strategy are functioning properly is a fundamental step toward achieving that goal.

To better understand what comprises a successful go-to-market strategy, let's take a look at its key components.

Identify Target Audience & Relevant Industries

This presents the defining moment for your market and comprises the base upon which your business will be built.



Identify Demand

- What is the intended innovation, service, or feature that your company offers and why should other businesses be interested in purchasing it.
- Does it help them identify and/or overcome a problem more quickly/efficiently than their current methods?
- Does it solve recurring problems and/or identify hidden pain points?



Select Distribution Model

- What delivery method is best-suited to meet the specific needs of each individual customer?
- Is it a seamless and efficient channel?
- Is it a path that can be scaled up easily or altered?



Develop Product Messaging

- Are you using favorable messaging that reaches a large and relevant audience?
- Does this messaging position your company as an industry leader by emphasizing the value of the specialized content being offered?
- And the big question, does it promote sales growth?



Confirm Pricing

- What is the basic cost of your products/services?
- Do you offer price adjustments to match competitors serving overlapping customer groups?
- Are there discounts available for bulk orders or longer initial contract periods?
- Are your price points in line with market trends?

The Go-To-Market Team

To better understand the inner workings of the marketing cycle, let's break down the different roles each department plays.



Product Managers

They are responsible for the overall product strategy, product delivery, and outcomes for the company. They set timelines and target dates, while understanding revenue goals for their product(s). As the overall conductor for the product, they are privy to all major developments in other departments as they relate to meeting company objectives, compliance, and best practices.



Product Marketing / Marketing

Since product marketers typically report to marketing, they are charged with identifying buyer personas, analyzing competitors, and developing the product messaging and positioning. Marketing colleagues use this data to identify key channels and programs to generate qualified leads. Through these efforts, they can positively position the product to key buyer personas to smooth entry into the market or to drive market share.



Sales Engineers

Hybrid team members capable of both selling and providing structural support to the sales team. Specialists in presenting customization or deployment options for specific companies or organizations. Can offer advice on when and when not to seek automation or outsourcing, for example.



Sales

The goal is for the entire sales organization, whether focused on outbound, inside, or field sales, to connect with prospective buyers through a mutually beneficial and transparent process. They develop tailored buyer experiences for potential clients, such as with personalized digital sales rooms or account based marketing.



Implementation

Deploying solutions to the customers while ensuring deadlines are met for products, services, and transactions. They identify potential deployment barriers and resolve issues before problems spread to other departments. They also generate momentum for the sales force and protect services to clients.



Customer Success

Providing the necessary training/coaching to new users that is instrumental in shaping the B2B buyer experience. Using data collected from other departments, as well as successful transactions themselves, they work to streamline and encourage user adoption. By creating awareness of new features/products, and upselling where appropriate, this helps guarantee customer retention and recurring revenue.

Closing the Buying Experience Loop

Buyer Enablement platforms are designed with the specific objective of creating a unique B2B buyer experience in which all relevant parties have the potential for equal participation, with access to tools and resources that help their end of the transaction link seamlessly to the others.

In this sense, Buyer Enablement is about closing the gaps that persist in traditional marketing and sales models by fine-tuning the purchasing loop in order to increase sales growth and benefit its wide variety of 21st century users.

By expanding and combining the strengths of sales enablement and the go to market philosophy to the capabilities provided by buyer enablement platforms, solutions like those offered by Enable Us by Mindtickle thrive in their ability to holistically align go to market with the buyer's journey, creating a streamlined, fast, and effective B2B transaction experience.

"It is very easy to build a great product and then wait for people to buy it, but it does not work that way. Nobody cares about technology on its own; it must solve problems."

[Forbes Technology Council](#)

The Buyer Enablement Platform

We've discussed how digital sales rooms are bridging the gap between a growing demand of information technology and a constantly evolving supply of services to manage it. We've broken down the different elements of a successful B2B enablement platform and explained the value of a coordinated go-to-market strategy.

Now we'll explore how mapping a go to market strategy with the buyer's journey is fundamental to unlocking the full potential of a Buyer Enablement Platform and your B2B sales.

"It means always acting in service of the buyer's goals, and for the benefit of the long term relationship between buyer and seller."

[Jonathan Lister | LinkedIn](#)

Identifying a Problem

In the B2B world, the buyer's journey begins with the identification of an operational weakness or need, also known as a pain point. These vulnerabilities, however, are not always self-identified and often require a third party to pinpoint and resolve.

That's where buyer enablement platforms shine – by placing the emphasis on a buyer first mindset. Rather than a sale being the driver of the relationship, place the buyer and their needs at the center of B2B transactions.

With access to a network of expert problem solvers and software developers, B2B service providers are frequently better equipped to identify weaknesses in a business process. These subject matter experts can quickly identify and address how to resolve obstacles and needs in the most efficient way possible.

Product Messaging

The B2B buyer's journey typically progresses to online research, reading reviews, and word of mouth networks as they seek a solution to address their need. This is why current, high quality, positioning and messaging should be presented on a company's website and in their marketing efforts.

An effective Buyer Enablement Platform delivers a sales Content Management System (CMS) for the latest product messaging, marketing materials, technical overviews such as integrations, and verified customer reviews. The system is

designed to keep product materials current, ensuring customers and prospects are seeing the latest up to date information and solution positioning.

“There is no standard playbook. There is no magic formula. The market and social media are constantly changing; your strategy needs to be unique to your business, customers, market, and circumstances.”

[Harvard Business School](#)

By using the sales CMS as a central repository – a single source of truth – marketing professionals can ensure they’re offering the latest positioning, messaging and marketing collateral on their website, in social media, and outbound efforts. Sales representatives should also be granted access to the sales CMS to ensure they are equipped with the most current product information.

Beginning a Relationship

The average B2B buyer has already reviewed multiple articles, videos, white papers, etc. before reaching out to a small, select group of sellers whose primary focus is developing solutions to address the customer need.

3 to 7

pieces of content are consumed by 41% of respondents before speaking with a salesperson

Source: [Demand Gen Report](#)

With a Buyer Enablement Platform, sellers are then able to build a custom digital sales room from the materials within the sales CMS as a private online space to conveniently collaborate with customers. Access to the digital sales room can be controlled by the seller, with permissions granted to the customer as desired, visitors tracked with robust analytics, materials updated as needed as the B2B transaction progresses.

This seemingly simple tool – a persistent, evergreen, shared digital space – becomes a key component of communication and connection for a healthy, long-lasting business relationship.

Building the Relationship

One of the essential elements that makes buyer enablement platforms so appealing – not just to the buyers themselves, but also to sellers of these sought-after services – is relationship building. It's important to understand that B2B purchases are typically not simple transactions in which a good or service is exchanged for a predetermined amount of currency. That's how B2C commerce works, not B2B.

“More B2B procurement is moving to the web. Procurement professionals find that buyers value and seek the speed and smoothness of the eCommerce experience.”

[Janet King | LinkedIn](#)

A Buyer Enablement Platform is designed to empower buyers with knowledge to make informed decisions to best meet their business needs and the convenience of a single digital space as a source of truth for the solution. Simultaneously, the Platform enables sellers by rejecting the “one-size-fits-all” mentality, opting instead to create an individualized B2B experience for each customer prospect.

Post purchase agreement, the digital space can continue to

be a resource with easy access to implementation details, training materials and schedules, user adoption data, renewal information and/or agreements, news of new product offerings, and more.

Implementation, Training & User Adoption

Once a product or solution is purchased, best practice for implementing a solution requires some level of continued collaboration between buyer and seller. What was a digital sales room customized for a potential customer becomes a digital resource room for implementation, customer onboarding, training, and user adoption data. The digital room can also become a central repository for scheduling, maintenance and updates information, enacting new protocols, etc.

“Existing customers are more likely to repeat their purchases when they trust your brand due to good customer service, ease of use or simply because the product solved their problem effectively.”

[Forbes Business Council](#)

Sellers should be heavily invested in seeing the buyer's deployment, training and user adoption efforts succeed. The product should effectively address the buyer's needs and be used in order to benefit from buyer satisfaction, positive reviews, and referrals. Every company's most valuable customer prospects are their existing customers.

Retention & Upselling

Naturally, customer retention is a priority for the seller. What this translates to, at least in B2B transactions, is always being open to incorporating the steady flow of buyer feedback and usage data into future product development roadmaps and implementation strategies.

However, as valuable as each buyer's feedback is, it must not, in itself, become a pain point for the buyer. The individual customer's digital space, or room, within the Buyer Enablement Platform provides a reliable, non-intrusive way to gather data for the seller - maintaining a central source for communication and information without feeling like a burden or obligation for the buyer.

The seller's focus lies in providing upgrades, ensuring access to relevant training, suggesting new offerings, and expanding new services for the buyer based on their emerging needs. User feedback and awareness of issues that recur throughout

the product life cycle are useful points for sellers to take into consideration when making improvements.

A Persistent, Evolving Space for Sellers & Buyers

There's little doubt digital sales rooms are revolutionizing the way business to business transactions are taking place. Not only are they helping to make transactions more efficient, effective, and pleasant, they are breaking with tradition by facilitating a crucial alignment between emerging go-to-market strategies and today's buyer journey.

In a global business world that continues to evolve at a great pace, where information technology and the many applications associated with it experience shorter and shorter life cycles, it's clear that Buyer Enablement is more than just a means for conducting sales, but an ecosystem of its own designed to grow quickly, organically, and persist beyond the initial sales cycle.

Understanding the Key Components of a Buyer Enablement Platform

Gaining a true understanding of Buyer Enablement can be daunting. Not just for those unfamiliar with its increasing value and positive impact on global sales, but also because of how committed B2B platforms are to providing a comprehensive experience for both buyers and sellers alike.

5 Key Components for a Buyer Enablement Platform

A unified Seller and Buyer Enablement Platform contains 5 vital sales and marketing tools, each tightly integrated, robust and user friendly to get users up and running. The goal is improved B2B interaction for buyers and sellers alike.

Sales CMS

Curate, manage, and track sales content



Digital Sales Rooms

Share content & deliver engaging buying experiences to prospects



Seller & Buyer Insights

Make informed, data-driven decisions



Mutual Action Plans

Project Management to keep deals on track



Customer Reference Management

Capture, review and approve customer testimonials

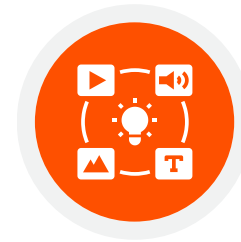


Accomplishing this level of harmony in business to business transactions requires huge amounts of time and research. With complex products and services, it's virtually impossible to distill an effective value proposition for individual, specific customers into the classic "elevator pitch" most of us are used to hearing.

"Buyer Enablement is data-driven purchasing power that grants organizational buyers access to desired services."

Enable Us by Mindtickle Team

Buyer Enablement providers often have content that varies from one platform to the next, but 5 main components and offerings tend to be featured consistently throughout. Think of these as the beating heart of your B2B buying journey, without them you cannot thrive. So let's take a closer look at each component to better understand its unique function as it pertains to the larger umbrella of B2B purchasing.



Sales Content Management

This is arguably the most important element to get right. Your sales content is a key part of the foundation your business is built on. Demonstrating that your platform manages content as professionally and efficiently as possible is the best way to attract new engagement.

This means providing state-of-the-art Sales Content Management Software (CMS):

- Curated, centralized sales collateral with current and accurate content
- The ability to support multiple asset types, such as presentations, videos, podcasts, recordings, embeddable, URLs, and more
- Filtering and advanced search capabilities (including full text, audio, video)
- Quickly discover and share relevant content to buyers through proven insights

Ensure that your flow of information remains organized and well-targeted, including access management, an evergreen link for sharing, and seamless content import/sync capabilities.



Digital Sales Rooms

This component is as straightforward as it sounds. However you structure your virtual sales room, you want users to feel comfortable navigating their way through a space they feel represents their brand with an aesthetic they have a hand in creating.

- Make it so intuitive there is no friction for sales to create a theme with on-brand images and messaging
- Easily discover content based on the prospect's persona, industry, and other attributes
- Simply and quickly share the digital sales room with prospects via a single, evergreen link
- Securely send documents for eSignatures with key stakeholders
- Access in-depth insights on buyer interactions via a single dashboard

If the learning curve on running the digital sales room is too steep, user adoption will be slow and your customer drop-off rate will likely increase.



Mutual Action Plans (MAP)

Stay on-track and ensure you never miss closing dates with plans created through buyer-seller collaboration.

- Assign and track tasks
- Set due dates and align on key milestones
- Customize MAP templates to create a repeatable sales and customer success process
- Quickly respond to buyer inquiries and feedback
- Receive email notifications with updates on assignments and task completion

Mutual Action Plans, a key component of a Buyer Enablement Platform, can improve forecasting accuracy, accelerate B2B transactions, and close deals faster.



Customer Reference Management

Reducing customer reference fatigue is as important as providing the testimonials themselves. Providing on-demand resources, like a pre-recorded library of customer testimonials, and knowing how to personalize your customer reference management can help significantly.

Effective customer reference management software will provide valuable insights into buyer engagement. Why use a different tool to capture and manage customer testimonials? Make it easy for customers to share their thoughts with an efficient and user-friendly customer reference management solution.

- Simple tools to capture text, audio or video customer testimonials
- Send a link to the key questions and let customers record at their leisure
- Review and approve all references before publishing
- More authentic and less of an ask of your customer
- Use references for your marketing materials
- Reduce your tech stack needs

With each successful B2B transaction, your library of testimonials, that can be used when a customer is unavailable in person, grows.



Seller & Buyer Insights

Insights enable you to easily access real-time buyer and seller data from digital sales rooms. In-depth room analytics provide an at-a-glance view of virtual sales room visitors, the number of visits per contact, and time engaged.

Direct visibility into content effectiveness, complete with details on which content is viewed and how much time is spent on each page, video or presentation, removes the guesswork from determining the effectiveness of marketing collateral. Gain an understanding of what messaging and materials are resonating with buyers.

Buyer and seller insights allows you to understand how sellers, buyers, and customers interact and respond to your content by monitoring:

- Views
- Shares
- Engagement

Comprehensive insights into sales performance and buyer behaviors within digital sales rooms enables you to make data-driven decisions, improving forecasting and delivering the ability to prioritize opportunities based on buyer engagement.

Buyer Enablement, the Goal

The goal of a Buyer Enablement Platform is to enable the convenient sharing of proven expertise, improving the efficiency of B2B transactions by quickly and painlessly guiding buyers through their problem identification and solution options. It is data-driven purchasing power, engineered to simply and thoroughly provide all parties involved with the data they need.

WHO BENEFITS FROM A BUYER ENABLEMENT PLATFORM?





Key Benefits for Sellers

Instead of being sold on a product from the seller, the buyer makes an informed, data-driven decision to seek out the software provider tailored to their business, therefore increasing the likelihood of reaching a quick purchasing decision.

While some might argue the Buyer Enablement Ecosystem favors the buyer, it's important to remember that success for the buyer equals success for the seller. It's important to remember seller success alone does not guarantee a satisfied buyer or a long-term relationship.



Key Benefits for Buyers

No longer will a buyer have to search through an inbox to find the one email to share with her buying committee. Rather, a digital sales room, accessible via an evergreen link, becomes the single place for all the materials and conversations she can easily share with others, as well as containing the next steps she needs to champion the solution internally.

With fast, informed purchasing decisions that are fueled by proven solutions catered specifically to individual client needs, buyers will recognize the support they receive in their personalized digital sales rooms.



Key Benefits for Marketers

Analytics on buyer trends are important tools that marketing teams are beginning to master due to the evolution of the B2B buyer experience and its recent shift to conducting transaction-specific interactions through digital sales rooms.

These game-changing analytics on actions, such as total uses and number of times each individual piece of content is accessed/shared, help ensure consistent branding and relevant messaging that accelerates transaction completion.



Key Benefits for GTM Teams

Go To Market (GTM) teams are designated sales *and* marketing groups responsible for delivering products into the market. Delivering a single source of information, and supplying clients with the resources to streamline the B2B purchasing process, contribute to the creation of “evergreen rooms.”

These rooms are laden with an abundance of resources, not just for customers, but also for implementation teams, trainers, success teams, and other key B2B transaction players. They help boost user adoption, real-time updates to contracts and renewals, and other pertinent information that aids in the overall renewal and upsell efforts for future transactions.

An Ecosystem to Improve B2B Sales

Each component within a Buyer Enablement Platform provides a slightly different, and improved interaction for sellers and buyers alike. B2B transactions work best when a digital sales space acts as a fully collaborative ecosystem in which its different components work collectively to maximize the value of quality content, sharing relevant information, and on-going communication between all parties involved in the process.

- Sales content management system to curate, manage and track sales content
- Digital sales rooms to share content and deliver engaging buying experiences to prospects
- Mutual action plans or simple project management to keep deals on track
- Customer reference management to capture, review, and approve customer testimonials
- Seller and buyer insights to make data-based decisions

How Enable Us by Mindtickle Merges Sales and Buyer Enablement

At Enable Us by Mindtickle, our buyer enablement platform and Digital Sales Room software brings together all the key sales and marketing tools into a single platform. Instead of juggling multiple software tools and platforms, you can create evergreen digital rooms, track content effectiveness, evaluate sales performance, and accelerate B2B transactions.

We understand that Time-to-First-Deal-Closed is a key metric that sales organizations track when onboarding new sellers. That's why we provide our customers with top-notch support and services to quickly implement, onboard and adopt our platform.

We typically take less than 20 days to launch sales enablement and digital sales room initiatives for our mid-market and enterprise customers. This has earned us additional G2 Crowd badges for Fastest Implementation and Easiest to do Business With for Small Business for the past two quarters.

We've also been ranked a leader in the Digital Sales Room category for several quarters by G2 Crowd. This is due to our continued product innovation to:

- Understand our customers' challenges
- Incorporate customer feedback
- Track industry and technology trends

Our mission is to deliver a buying experience that is truly more efficient, transparent and personal for sellers and buyers alike.