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A Buyer's Guide to Revenue Enablement Solutions

How will this guide help you?

Delivering high-impact revenue enablement programs individualized at scale, engaging GTM teams, and measurable against business results is hard. That's why an effective revenue enablement solution is key in helping your reps build the knowledge they need to succeed. This guide will help you navigate the market to select the revenue enablement solution that meets your goals.

You'll find out about:

1 Capabilities that can increase the impact of your programs

2 Pitfalls to avoid

3 Key evaluation criteria to consider

Capabilities that can increase the impact of your programs

# How does an effective revenue enablement solution help you?

An effective revenue enablement solution empowers you to provide the training, reinforcement, and practice that enables reps to build knowledge, engage prospects and customers, and close more business. But 2/3 of companies feel that their enablement efforts fall short. To help you succeed, look for a revenue enablement solution that incorporates the following capabilities and avoids several common pitfalls.

Desired capabilities:

- **Competency-based approach.** Training based on gut instincts is risky. Look for a solution that helps you identify the competencies of various GTM roles and create training and reinforcement based on those competencies.

- **GTM-focused enablement.** Static and long-form training content is not built for today's GTM teams. Look for a solution that fits into the flow of work of your teams, including on-demand, micro-learning, and engaging forms of training.

- **Individualized at scale.** Every person is different, so one-size-fits-all training won't work. Choose a solution that identifies individual skill gaps and automatically focuses training on the areas of greatest need.

- **Reinforced and realistic.** Given training is forgotten quickly, ensure there are mechanisms to reinforce learning over time.

- **AI-powered enablement.** Your teams are busy, and AI can help. When evaluating tech, ensure a strong AI offering and roadmap to save valuable time and drive business outcomes.

- **Content that converts.** Just storing shareable content won't cut it. Reps need to be able to find the content that moves deals forward, and marketers need to know what content is most impactful.

- **Engaging buyer experiences.** Today's buyers will get fed up with lengthy sales processes. Support how prospects buy today with digital experiences tailored to their needs.

- **Measure and coach.** Even the best training doesn't work if reps don't use it in the field. A good revenue enablement solution measures effectiveness in the field correlates skills to outcomes, and gives front-line managers tools to remediate demonstrated skill gaps.

2/3

of companies feel that their enablement efforts fall short
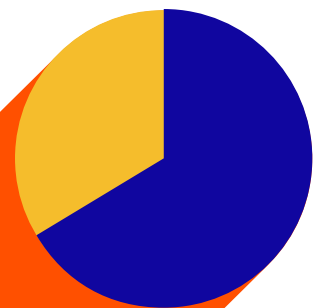
Pitfalls
to avoid

Pitfalls to avoid

- **Generic training.** People have unique needs, so don't expect the corporate or Learning Management System (LMS) onboarding product to meet them.

- **"One-and-done" approaches.** Your revenue enablement programs--and the impact of GTM performance--are too expensive for your reps to forget key enablement concepts. If the solution can't reinforce learning, you may want to think about alternatives.

- **Point Solutions.** Tech that can only support one or a few use cases will become more of a headache to integrate APIs and make decisions based on data. Opt for a cost-saving platform to accomplish your enablement goals.

- **Absence of help in the field.** If managers can't track and coach to areas of need, it's hard to ensure that enablement concepts are implemented consistently in everyday GTM motions.

- **Dashboards are not insights.** Optimizing or adjusting your enablement efforts is difficult if you don't know their impact. While dashboards are important, today's leading solutions provide insights and the next best actions without needing a data analyst on staff.

Key evaluation criteria to consider

Vendor evaluation checklist

Use this checklist as a starting point to create your organization's requirements in a revenue enablement solution. Be sure to include key stakeholders from your go-to-market team who will also use the platform for their input.

We've divided the sections into Table stakes (the basic requirements in a solution) and nice to haves (additional capabilities that go the extra mile). As you evaluate providers, update this checklist to indicate which vendors have features currently, on their roadmap, or no plans to build.

Evaluation criteria	Exists today	Roadmap	No plans
Platform			
Table stakes			
Configurable roles			
Native CRM integration			
Platform uptime of XYZ			
Templates for easy start-up			
Security and compliance certifications as applicable (SOC 2 Type II, Disaster Recovery Report, VAPT, HIPAA, 21 CFR Part 11, CSA Star Level 1)			
Mobile app			
Advanced capabilities			
An API for integration			
White-labeled mobile app			
Additional security requirements as applicable General Data Protection Regulations (GDPR) and the California Consumer Privacy Rights Act (CCPA)			
Platform uptime XYZ			
Native HRMS integration for automated user management			
Audit logs			

Evaluation criteria	Exists today	Roadmap	No plans
Training			
Table stakes			
Ability to create training content			
Pre-built GTM training templates			
Varied content delivery types • Assessments • Quizzes • Videos • Checklists			
Varied document types supported • PDF • PPT • XLS			
Easily adaptable learning tracks based on roles and responsibilities			
Advanced capabilities			
Advanced document types supported • SCORM			
Ability to generate assessments, quizzes and training program structure based on training content			
Role-based home pages to prevent overwhelm			
Gamification and leaderboards			
Reinforcement			
Scientifically proven spaced reinforcement capabilities			
AI-enhanced role-plays			
Peer feedback and idea-sharing			

Evaluation criteria	Exists today	Roadmap	No plans
Field activities			
Frontline manager visibility into rep skill attainment			
Field coaching capabilities			
Deal and skill remediation			
Buyer experiences			
Quick and easy creation process			
Mutual action plans			
Page templates			
Optional password protection			
Native CRM integration			
Reporting and analytics			
Table stakes			
Role-based reporting dashboards			
Correlation of skills to business objectives and outcomes			
Drill-down reporting for enterprise, team, and individual details			
Tight CRM integration			
Advanced capabilities			
Custom reports and dashboards			
Hierarchy-based viewing permissions			

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Why Mindtickle?

Instead of settling for disappointing generic programs, modern revenue enablement organizations use Mindtickle to deliver high-impact enablement programs that are both effective and measurable.

- **Enablement leaders** can identify the critical skills that are proven to close deals and then build programs that focus on the skills that matter

- **Individualized enablement programs** are relevant and personalized at scale, focusing on the unique needs of GTM teams and the skills that drive revenue

- **Programs** are infused with multiple GTM-focused modalities that maintain attention and use friendly competition to spur engagement and increase retention

- **Skills** are etched into long-term memory using AI-driven reinforcement and practice exercises that ensure training is remembered and used in the field

- **Frontline managers** have tools and reporting that help them provide individualized coaching and skill remediation to ensure that reps continue improving in the field

- **Programs** are constantly evaluated against results, ensuring that enablement programs evolve based on demonstrated business outcomes

Ready to elevate your revenue enablement strategy?

Get a Mindtickle demo to discover how our powerful, AI-driven solutions can transform your GTM teams and drive measurable results.

Get a demo →

About Mindtickle

Mindtickle is the market-leading revenue enablement platform that combines on-the-job learning and deal execution to drive behavior change and get more revenue per rep. Mindtickle is recognized as a market leader by top industry analysts and is ranked by G2 as the #1 sales onboarding and training product. This year, Mindtickle won a Bronze Stevie Award for Technology Excellence.