

WEBINAR

Strategies for Proving ROI in Revenue Enablement



Lauren Bailey
Founder of Factor 8



Deniz Olcay
VP of Marketing at
Allego

Allego Is the Go-To Revenue Enablement Suite for Modern Sales and Marketing Teams

Analysts

FORRESTER®

ONLY DUAL LEADER

Forrester Wave: Sales Content ('22) & Readiness ('23)

Gartner®

KEY VENDOR

Market Guide for Revenue Enablement ('24) & DSR ('24)

Customers

Trusted by 25% of Dow Jones & Companies in Life Sciences, Tech, Financial Services, & Manufacturing



Users



- ✓ Sales Enablement
- ✓ Sales Training
- ✓ Content Management



- ✓ Training & Onboarding
- ✓ Content Experience
- ✓ Digital Sales Room
- ✓ Sales Coaching
- ✓ Sales Enablement
- ✓ Conversation Intelligence



FACTOR8.COM
HELPING COMPANIES
OF ALL SIZES SUCCEED.



UPCOMING WORKSHOPS

Ultimate Sales Promotion Workshop: How to Get Promoted in Any Role – September 10th

Master Your Sales Team Development and Sales Training Budget for 2025 – October 30th

REGISTER: [FACTOR8.COM/SHOTS/](https://factor8.com/shots/)

Agenda

- ✓ Enablement as a revenue driver, not cost center
- ✓ Enablement as a team sport
- ✓ What to measure that matters
- ✓ Maximize your training investment
- ✓ Q/A



Poll Question

What best describes your role?

- A. Individual Contributor
- B. Sales Leader
- C. Sales Enablement – Trainer
- D. Marketing Leader
- E. Other – Add to Chat

Poll Question

How do you align with Revenue?

My Revenue Enablement Department:

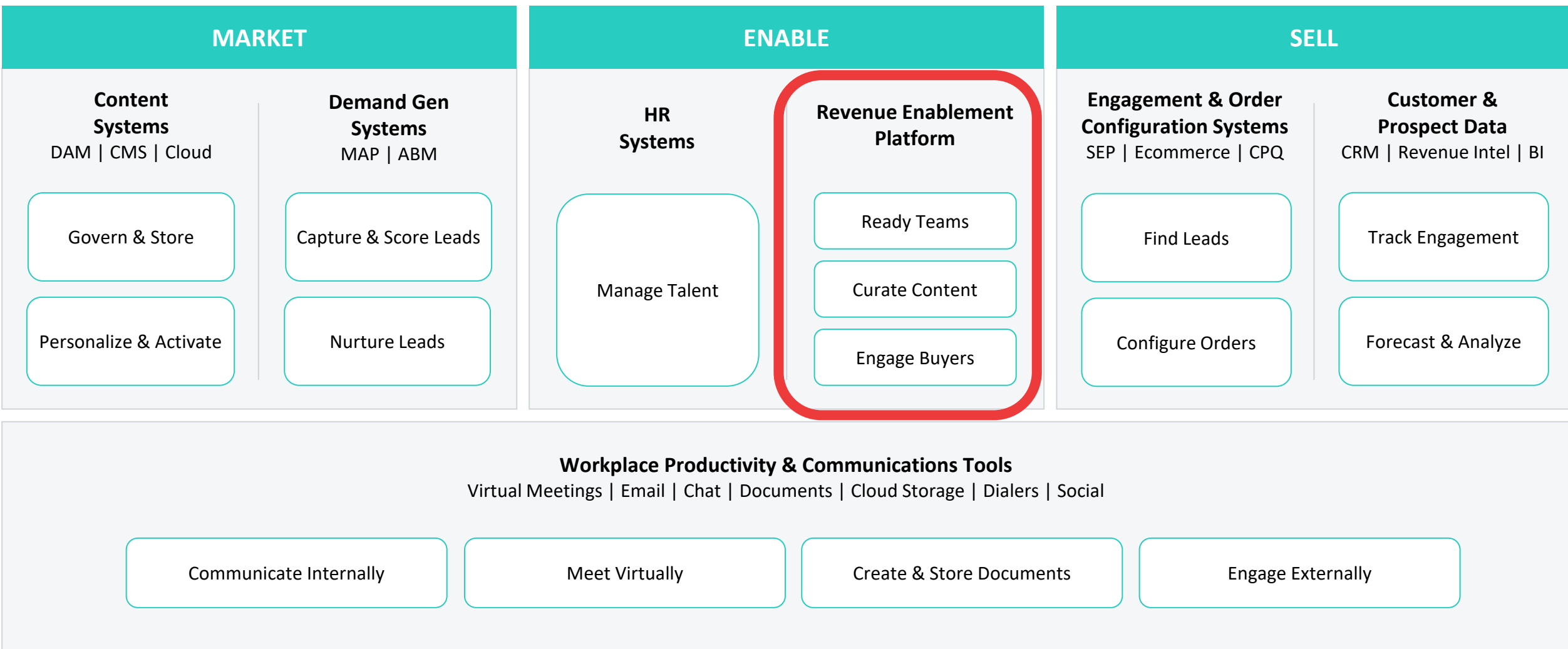
- A. Reports into Revenue/GTM (CRO)
- B. Reports into Operations (COO)
- C. Reports into People (CPO/HR)
- D. Reports alongside Revenue to leadership (CEO)
- E. Other – Add to Chat

Enablement: Revenue Driver or Cost Center?

First: What is Sales & Revenue Enablement?



Where Does Revenue Enablement Fit in the Stack?



What will it take to change our thinking?

| Old Way | New Way |
|--|--|
| How much does the training cost ? | How much are we investing in training? |
| What direct proof is there that sales enablement boosts sales? | How can we boost our sales enablement investment to increase sales team effectiveness? |
| Why invest in sales enablement over direct sales or marketing that offers immediate returns? | What more can we invest in sales enablement to keep driving revenue growth? |
| How can we justify the costs of sales enablement if sales are not clearly improving? | Can you show how sales enablement has shortened sales cycles and improved conversions? |

ROI: The Two Sides of the Equation

$$\text{Return on Investment (ROI)} = \frac{\text{Net Return}}{\text{Cost of Investment}}$$

← **HARD** to calculate

← **EASY** to find

How Can We Simplify Measurement?

Two Components: Leading & Lagging Indicators

| Leading | Lagging |
|--|---|
| <p>Metrics that predict future performance and can indicate the potential for future success. These are typically input-oriented and occur earlier in the process.</p> | <p>Metrics that reflect outcomes or results of actions already taken. They are output-oriented and are measured after the fact.</p> |
| <p>Example: Meetings with Buyers</p> | <p>Example: Revenue</p> |

Enablement Measurement Metrics



COACHING & COLLABORATION THAT REINFORCES EXCELLENCE

Leading

- Calls & deals coached (#)
- Coaching sessions per rep (#)
- Manager participation rate (%)

Lagging

- Win rate of coached cohort (%)
- Sales cycle length of coached cohort (days)
- Quota attainment of coached cohort (%)

Enablement Measurement Metrics



DIGITAL SELLING THAT IS PERSONAL & TRACKABLE






Leading

- Number of prospects viewing content (#)
- Digital engagement rate of prospects (%)
- Number of engaged contacts per deal (#)

Lagging

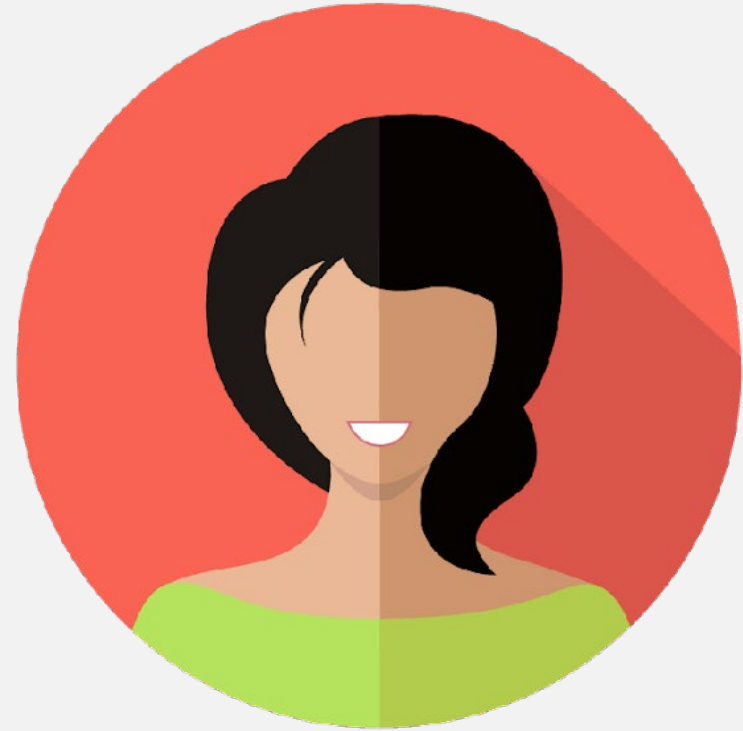
- Touchpoints per closed deal (#)
- Sales cycle length (# of days)
- Win rate (%)

Enablement Measurement Cheat Sheet

| |  ONBOARDING & TRAINING THAT POWERS READINESS |  COACHING & COLLABORATION THAT REINFORCES EXCELLENCE |  LAUNCHES & ROLLOUTS THAT DRIVE RESULTS |  CONTENT & MESSAGING THAT IS OPTIMIZED |  DIGITAL SELLING THAT IS PERSONAL & TRACKABLE |
|----------------|--|---|--|--|--|
| Leading | <ul style="list-style-type: none"> • Completion & pass rate of onboarding tasks (%) • Coaching interactions (#) • Time spent on practice/role play (# of hours) | <ul style="list-style-type: none"> • Calls & deals coached (#) • Coaching sessions per rep (#) • Manager participation rate (%) | <ul style="list-style-type: none"> • Launch event participation rate (%) • Certification completion rate (%) • View/pass rate on reinforcement (%) | <ul style="list-style-type: none"> • Use & adoption of approved content (%) • Average content views per rep (#) • Average external content shares per rep (#) | <ul style="list-style-type: none"> • Number of prospects viewing content (#) • Digital engagement rate of prospects (%) • Number of engaged contacts per deal (#) |
| Lagging | <ul style="list-style-type: none"> • Time to first deal (days) • Quota attainment (%) & average deal size (\$) • Cost of onboarding a rep (\$) | <ul style="list-style-type: none"> • Win rate of coached cohort (%) • Sales cycle length of coached cohort (days) • Quota attainment of coached cohort (%) | <ul style="list-style-type: none"> • Time to certification or proficiency (# days) • Launch cost savings (People, Time, \$) • Revenue impact of certified cohort (\$) | <ul style="list-style-type: none"> • Revenue influenced by content (\$) • Win rate lift of reps using content (%) • Average Deal Size of reps using content (\$) | <ul style="list-style-type: none"> • Touchpoints per closed deal (#) • Sales cycle length (# of days) • Win rate (%) |

Measure These Results

- Activity in dials / talk time
- Activity Inbound callbacks
- KPI dials to connects
- KPI connects to conversations
- KPI conversations over 5:00
- KPI convo conversion %
- Quality show rate
- Quality skill score
- Efficiency lead list contact %



BDR/SDR

Measure These Results

- Activity talk time
- KPI stage conversion
- KPI self-prospect %
- Quality skill score
- Quality engagement score
- AOS / ARR / Avg Deal Size
- Product penetration / lines



Account
Executive (AE)

Measure These Results

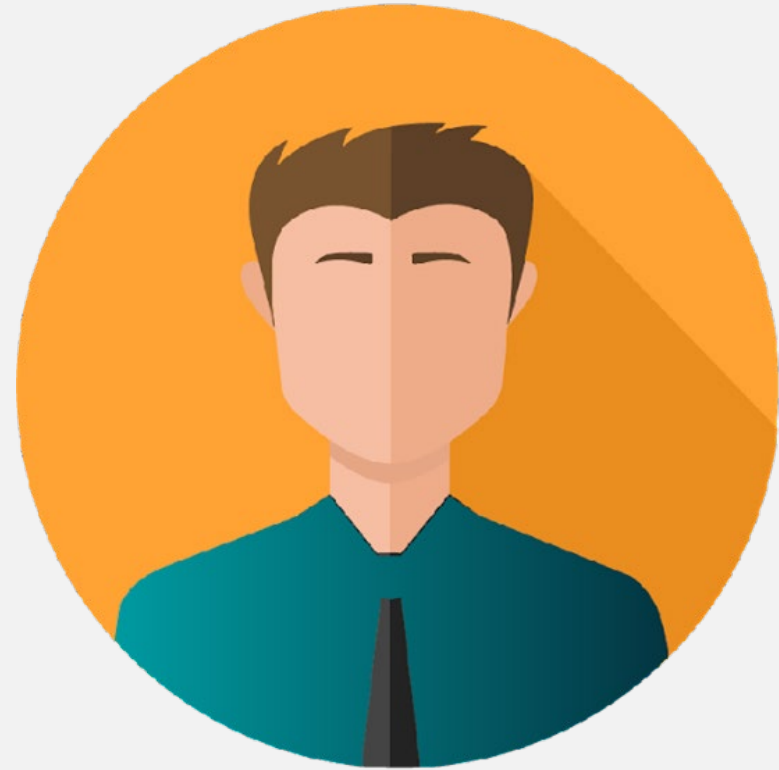
- List / base penetration
- NPS
- Renewal rate
- Percentage upsell
- Product penetration



Account
Manager (AM) /
Customer
Success (CXS)

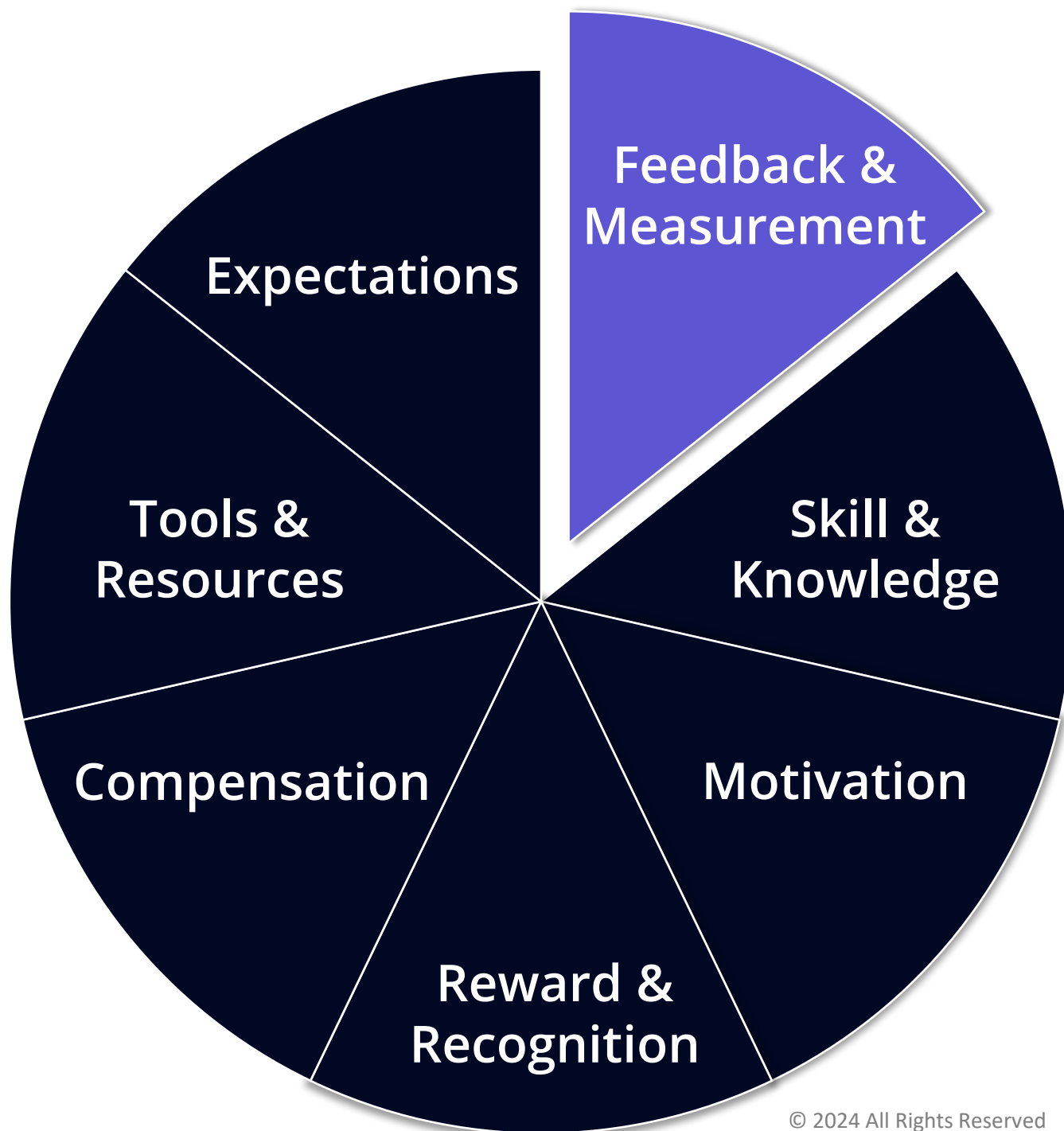
Measure These Results

- Percent to quota
- Percent of team to quota
- Average ramp time
- Employee turnover
- Team skill average
- Employee engagement
- Team promotion rate



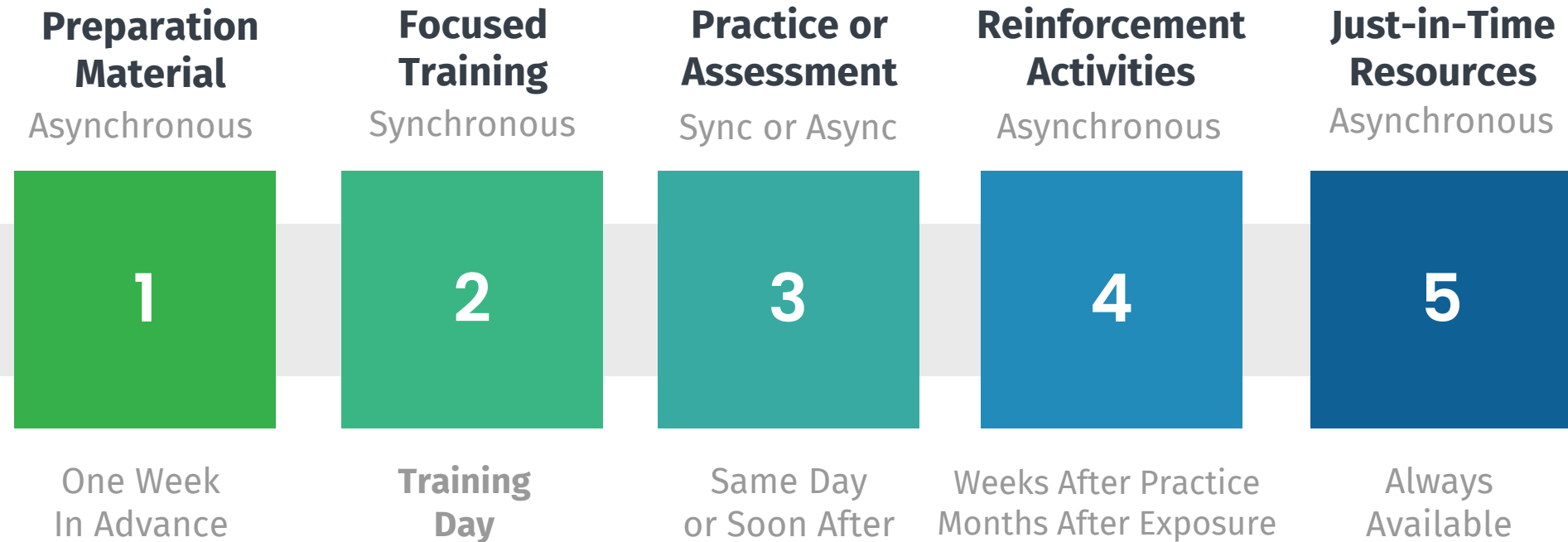
Sales
Manager

Maximize Your Training Investment

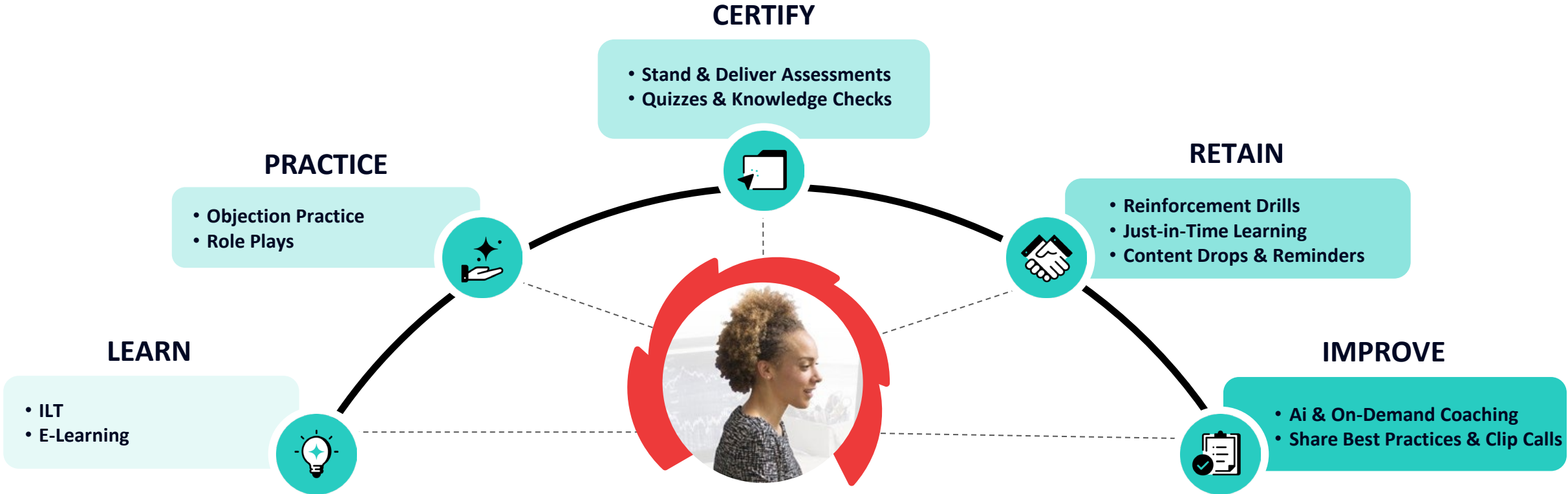


Human Performance Improvement

Best Practice Pattern for Maximum Retention



Mix Modalities In Flow of Work for Maximum Engagement



B.L.I.S.S. for Mastery

Buy-In

- Credibility + WIIFM
- Expectations
- Managers

Learning

- Live Instructor Led (Virtual + Onsite)
- Interactive eLearning

Interaction

- Applying Concepts
- Replacing the Role Play
- Higher Blooms Taxonomy

Synthesize

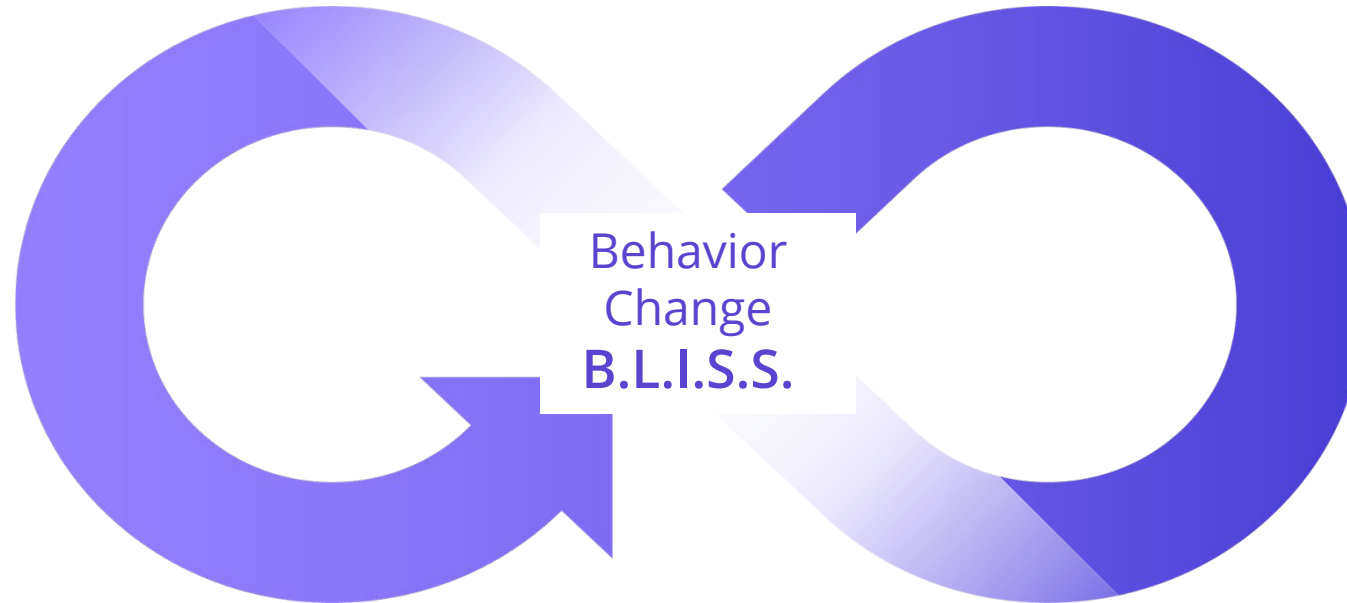
- Combine With Other Skills
- Use On The Job

Support

- Coach
- Refresh
- Certify

Support Extra Credit

- Communication
- Performance Targets
- Compensation
- Reward & Recognition
- Career Pathing









Learn, Show, Prove

The screenshot displays a course progress interface with the following elements:

- Navigation:** A top bar contains a hamburger menu icon, the text "Courses", and a link for "Additional References".
- Course Progress List:** Three items are listed, each with a chevron icon on the left and a circular progress indicator on the right.
 - Item 1:** "Uncovering Sales Opportunities | Course Pre Work (Learn!) (i)" with a 0% progress indicator.
 - Item 2:** "Uncovering Sales Opportunities | Application Activities & Materials (Show!) (i)" with a 25% progress indicator.
 - Item 3:** "Uncovering Sales Opportunities | Skill Submission (Prove!) (i)" with a 0% progress indicator.

Course, Reinforcement, Refresher

| | | |
|--|--|---|
|  | Overcoming Objections |  |
|  | Overcoming Objections COURSE CHASERS |  |
|  | Overcoming Objections MANAGER TOOLKIT ★★★★☆ |  |



NEW Professional Sales Certification

Award-winning Sales Training

Funded by Workforce Development Grants

Sales Certifications for Teams of 20+

GET ON THE LIST: [FACTOR8.COM/PSC](https://factor8.com/psc)

SPACE LIMITED. MINIMUM COST. MAXIMUM VALUE.

NEW ACCELERATED MASTERCLASS

4 Pillars of an Effective Training and Coaching Program

Hosted by Lauren Bailey & Shari Levitin

- ✓ Live Kickoff – How To Set Sales Surging Goals (October 8th)
- ✓ Live Group Workshop – The Roadmap To Revenue (October 15th)
- ✓ 4 Pillars Fast Track eLearning Course
- ✓ 90 Day Access To The Heart And Sell Courseware
- ✓ 90 Day Access To The Sales Bar First Class Coaching Tools

BONUS: FREE Private Strategic Coaching Call With Lauren or Shari for the First 10 Leaders (\$5,000 Value)

REGISTER: [BIT.LY/SHOWTIME1024](https://bit.ly/showtime1024)

Allego Is the Go-To Revenue Enablement Suite for Modern Sales and Marketing Teams

Analysts

FORRESTER®

ONLY DUAL LEADER

Forrester Wave: Sales Content ('22) & Readiness ('23)

Gartner®

KEY VENDOR

Market Guide for Revenue Enablement ('24) & DSR ('24)

Customers

Trusted by 25% of Dow Jones & Companies in Life Sciences, Tech, Financial Services, & Manufacturing



Users



- ✓ Sales Enablement
- ✓ Sales Training
- ✓ Content Management



- ✓ Training & Onboarding
- ✓ Content Experience
- ✓ Digital Sales Room
- ✓ Sales Coaching
- ✓ Sales Enablement
- ✓ Conversation Intelligence

Questions



Lauren Bailey
Founder of Factor 8



Deniz Olcay
VP of Marketing at Allego



Find the recording + resources within this digital room:





Thank You!

Find the **recording + resources** within this digital room:



<https://p.allego.com/3ofS9ZvcyDochq3>



FACTOR8 allego 