

KEY PLAYERS

of an Outsourced Sales Enablement Team

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Introduction

Sales enablement isn't a one-person operation. It takes a team of dedicated sales and marketing experts to run a successful outbound sales program. While many businesses choose to internalize their sales and marketing efforts, outsourcing sales enablement saves a significant amount of time and money, so your internal team can do what they do best—run a business and close deals.

Keep reading to learn about the key players involved in an outsourced sales enablement program.

Implementation Manager

Once a business signs on with an outsourced sales and marketing company, they work with an **implementation manager** to get their outbound program started. The implementation manager is the first impression a client has of their experience with the company.

The first month of an outsourced sales enablement partnership starts with setting expectations and painting a clear picture of what the partnership will look like. In the first month, the implementation manager and the client have several hour-long meetings to discuss their company, the industry they serve, the products and services they offer, and how they want to be perceived by their target market.



Implementation Manager (CONT.)

Here's a breakdown of the meeting agenda our client implementation managers follow:

Meeting 1: Kickoff Meeting

The kickoff meeting—also referred to as a discovery call—is when an onboarding client fills out an implementation packet for the implementation manager to review. This allows them to learn more about a company's business goals, unique messaging requirements, target market, and more. During this meeting, the implementation manager also goes over the outbound sales enablement program and what to expect from the partnership. This includes providing a thorough explanation of:

- Team structure
- Expectations
- Landing pages
- First month timeline
- Email libraries
- Call scripts

Meeting 2: Progress Meeting

A progress meeting is a follow-up of the kickoff meeting. This meeting aims to review everything the outbound sales team has developed up to that point of the partnership and get approval from the client.

Meeting 3: Wrap-Up Meeting

The wrap-up meeting is the "hand off" meeting. The implementation manager introduces the client to their success manager, who will be the main point of contact between a client and the outbound sales and marketing company. The new client will be assigned to a success manager and sales development representative (SDR) who are specialized in a niche industry. For example, if you're a commercial roofing company, you'll be assigned to a success manager and SDR specializing in getting commercial roofing leads and sales appointments.

Email Marketing Specialists

When most people think of outbound sales and marketing, they strictly think of cold calling. However, it's important to remember that email marketing plays a significant role in the success of a sales enablement program. **Email marketing specialists** are crucial for an outsourced sales enablement program because they know how to write engaging content and create sequences that grab a prospect's attention.

Every industry is different, and it's important to consider the target audience when crafting email marketing assets. For example, the messaging sent to HVAC prospects is different from the messaging sent to MSP leads, so it's vital to understand what they'll respond to and engage with. In addition, some key decision-makers (KDMs) in different industries are easier to reach on one platform over another. If an outsourced sales team sees little success with cold calling, they may ramp up a client's email marketing efforts.

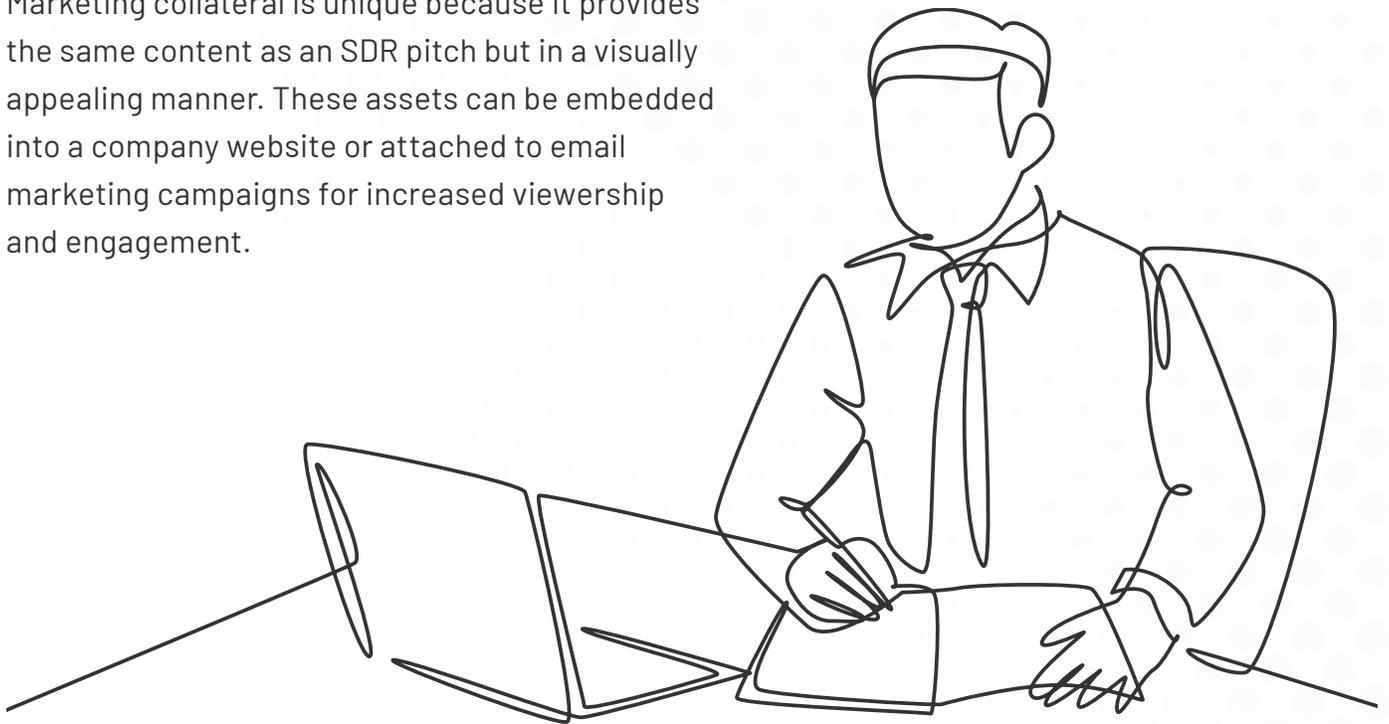
Content Creators

Today, many outsourced sales programs include **content creators** on their sales enablement team. However, it wasn't always this way. Outsourced sales enablement teams have realized the significant impact marketing collateral has on guiding prospects through the end of the sales funnel.

Content creators are essential members of a sales enablement team because they can develop, design, and distribute high-quality marketing assets. Marketing collateral assets include, but are not limited to:

- Brochures
- Sell sheets
- Infographics
- Landing pages
- Pitch decks
- Promotional videos

Marketing collateral is unique because it provides the same content as an SDR pitch but in a visually appealing manner. These assets can be embedded into a company website or attached to email marketing campaigns for increased viewership and engagement.



Data and Operations Analysts

Without **data and operations analysts**, sales reps would have to find their own prospects and maintain the sales pipeline structure and all of their other responsibilities. Sounds hectic, right? Data and operations analysts are crucial players of an outsourced sales enablement team because they're the ones who set the rest of the sales team up for success.

While the data analyst and operations analyst titles are commonly used interchangeably, they have some notable differences. Data analysts are responsible for maintaining the health of a sales pipeline. They do this by making sure the customer relationship management (CRM) platform is organized and full of prospective businesses that meet a client's ideal customer criteria. Data analysts are the list builders of an outbound sales enablement program. They prioritize building and analyzing data gathered from sales software and SDRs, giving them the ability to forecast a client's success.

On the other hand, operations analysts are more strategic about planning and targeting prospective businesses. If a client wants to expand their outbound sales enablement program, they make geographical changes and conduct market research to better understand how SDRs should pitch KDMs. Additionally, operations analysts strategize ways for clients to reach their sales goals.



Sales Development Representatives

Sales development representatives are the foundation of the whole outbound sales enablement program. Overall, the goal of an SDR is to set sales appointments with leads that meet a client's ideal customer criteria. These key sales enablement players are responsible for:

- Making dials
- Sending emails
- Gathering market data
- Prospecting
- Cleansing leads in the pipeline
- Nurturing relationships
- Setting sales appointments

Without SDRs, there's no way to determine if a lead is qualified for your company's product or service. In addition, there's no one in the program to build relationships with prospects and set high-quality sales appointments.



Sales Training Specialists

When sales development reps are hired onto an outsourced sales enablement team, they spend their first month learning about the company's approach to generating leads. Sales training specialists are essential to a sales enablement team because they guide SDRs through the fundamentals of an outsourced appointment setting program, including how to:

- Run a sales pipeline
- Set high-quality sales appointments
- Get past gatekeepers
- Handle objections
- And more



Quality Assurance Managers

Quality assurance managers are an essential component of the outsourced sales enablement team because they ensure that each appointment set by SDRs meets the client's qualifications. Without quality assurance managers, clients risk attending appointments that have little to no value and wasting both their time and money. If an SDR sets an appointment that doesn't meet a client's qualifications, the appointment is disqualified by the quality assurance manager and doesn't count toward a client's monthly or yearly appointment goal.



Client Success Managers

Client success managers are essential to an outsourced sales enablement team because they're responsible for making sure the client is happy with their sales and marketing program. This person is consistently looking out for the client's best interest and helps them understand their ROI with the program.

Client success managers communicate with clients on a regular basis. They also lead an hour-long monthly results meeting (MRM) where they sit down with the client, present the metrics of the program, and strategize ways to maximize their investment. Client success managers are essentially sales consultants to a client because they work with them to give insight on industry best practices and how to close a deal.

During MRMs, client success managers offer clients insight into the metrics of their sales enablement program. These metrics include, but are not limited to:

- Call results of the month
- Number of sales appointments set
- Number of KDMs pitched
- Number of prospects in the sales pipeline
- Number of leads suspended
- Number of emails sent

Once these metrics are presented, the client success manager shows how leads are moving through the sales pipeline and where most of their opportunities lie. In addition, they speak with the clients about the appointments they attended with prospective businesses to learn about their progress through the sales funnel. If leads are no-showing appointments, they'll work with the client to understand the disconnect and why leads aren't showing up to scheduled sales meetings.



Sales Managers

Sales managers are the “coaches” of sales enablement teams. These key sales enablement players are responsible for managing the activities of each sales team member and tracking metrics, such as:

- Number of dials made
- Number of emails sent
- Number of companies cleansed
- Number of pitches held
- Number of appointments set

The responsibilities of a sales manager change on a day-to-day basis. They’ve done the SDR role before, so they know what it takes to succeed in the position. In addition, they can jump into the thick of it with other SDRs when their team needs help.

Lastly, sales managers are tasked with motivating their sales team members by any means necessary. If SDRs are feeling low on the day, they bring the energy to the team and encourage positivity when making dials and setting qualified sales appointments.



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Abstrakt Marketing Group is a leading outsourced sales and marketing company. We collaborate with B2B companies across the nation to generate high-quality leads and set qualified sales appointments.

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