

# 6 NO-BS REASONS WHY YOUR SALES ENABELMENT STRATEGY SUCKS!

George B. Thomas



# TODAY'S JOURNEY

- 01** Costly beliefs & powerful mindsets
- 02** Only traveling half the journey
- 03** Faking the “curiosity gap”
- 04** Hiding historical success
- 05** Standing on empty statements
- 06** Siloed teams vs. revenue team



# GEORGE B. THOMAS

Owner & HubSpot Helper

 [georgebthomas.com](http://georgebthomas.com)

 [mr.georgebthomas](https://www.facebook.com/mr.georgebthomas)

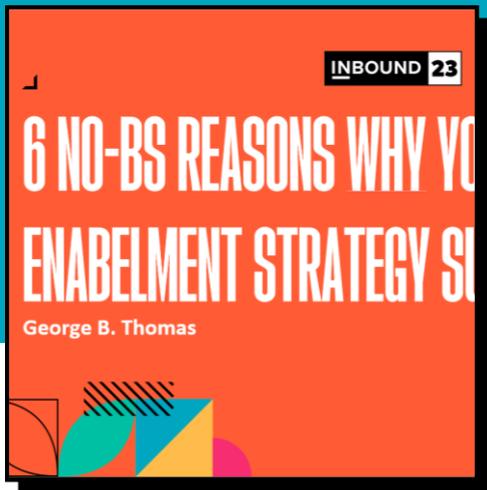
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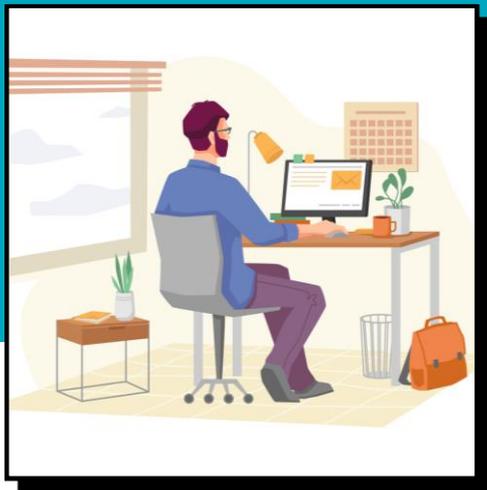
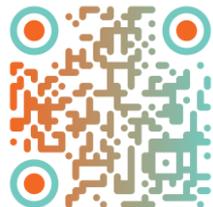
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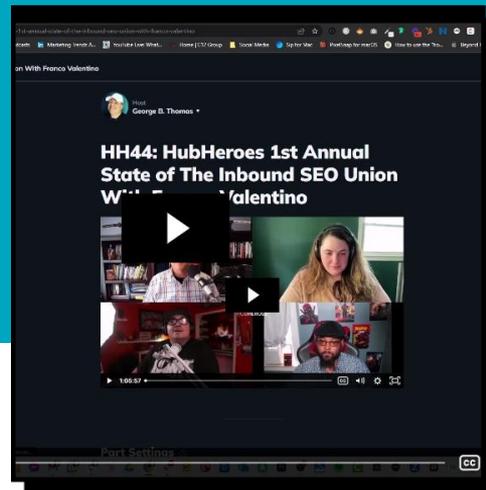
# GRAB ANY OF THESE ...



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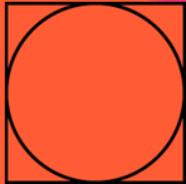
**WHAT'S THE ONE THING THE  
FUTURE SUCCESS OF YOUR  
BUSINESS DEPENDS ON?**





BEFORE WE EVEN GET STARTED.

COMMUNICATION IS EVERYTHING!



“

The greatest gift you can give your team: clarity, communication, and pulling people together around a shared mission!

**Anne Sweeney**  
President, The Walt Disney Co.



□



# If You Take Nothing Else Away!



## Starting Today:

Have more internal conversations in cultivated safe spaces that allow humans to brain dump, be creative, and solve problems together without fear.

# 1. COSTLY BELIEFS & POWERFUL MINDSETS



# THE BELIEFS

You might vs. you need.



**WHEN I SAY SALES  
ENABLEMENT, WHERE DOES  
YOUR BRAIN GO?**



# Is This Where Your Mind Goes?



- Sales Enablement is **HUGE!**
- Sales Enablement is **HARD!**
- Sales Enablement is **HYPE!**

# What If We Reframed It?



- **It's about being HEARD!**
- **It's about being HELPFUL!**
- **It's about being HUMAN!**

# THE MINDSETS

Truly Enabling Sales Enablement.

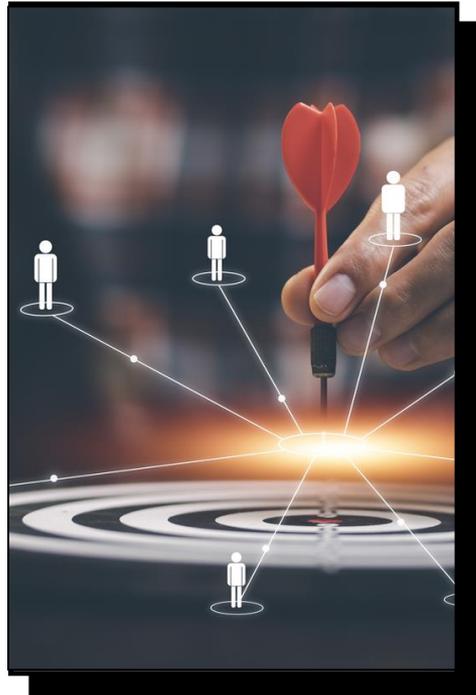


# Educator Mindset



You **take responsibility** for improving your practice. You **see** setbacks and feedback as an **opportunity** to learn and grow your skills. You **actively seek learning** opportunities and new challenges.

# Servanthood Mindset



As a servant leader, you are **focused on the needs of each member** of your team, and how your efforts can help them succeed and do their best work. **You go out of your way to get to know each of them.**

# Empathetic Mindset



When you have an empathetic mindset, you natively guide your thinking based around **the needs of others first, before your own.**

You always start by putting yourself in the shoes of others.





**“Leadership is about empathy.  
It is about having the ability to relate to and  
connect with people for  
the purpose of inspiring and  
empowering their lives.”**



**Oprah Winfrey**



# 2. TRAVELING HALF THE JOURNEY



# THE FUNNEL JOURNEY

There's a bump in the road.



# MARKETING TEAMS ARE ONLY MARKETING!



- 
- 1. Isolation of Efforts**
  - 2. Lack of Aligned Goals**
  - 3. Missing the Full Picture**
  - 4. Importance of Collaboration**



**MARKETING**





**Sales and marketing alignment is about one shared goal: revenue that is delivered or over-delivered every quarter. There will always be tension, but that tension can be positive if there is a culture of clear expectations and communication.**

**Craig Rosenberg**  
Chief Platform Officer



**SALES TEAMS ARE  
ONLY SELLING!**



**Recognize the Problem**  
**Strengthen Communication**  
**Sales Enablement Strategy**  
**Collaboration and Teamwork**





The new reality is that sales and marketing are continuously and increasingly integrated. Marketing needs to know more about sales, sales needs to know more about marketing, and we all need to know more about our customers.

**Jill Rowley**  
Category Evangelist



**ALL YOUR PROSPECTS, LEADS,  
AND CUSTOMER DESERVE THIS!**



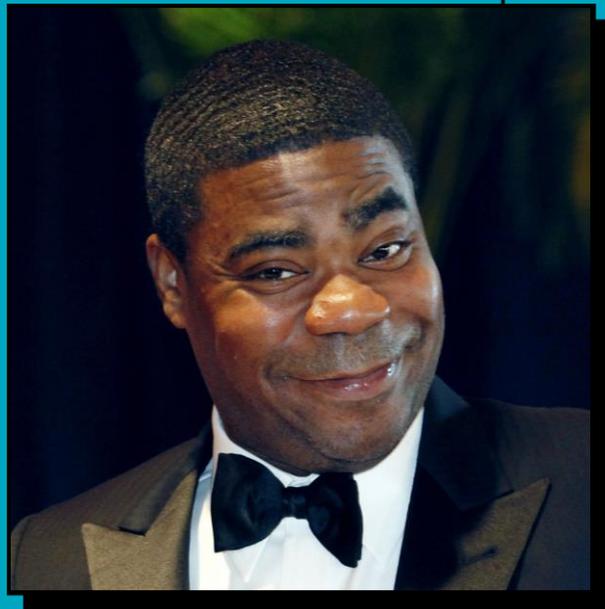
# 3. FAKING THE CURIOSITY GAP



“

If there's one thing I've learned  
in my life, it's that curiosity  
might kill cats, but it doesn't kill  
people.

Tracy Morgan  
Actor & Comedian



□

# The Curiosity Gap

The curiosity gap is the **space between the information we're given** (what we know) and the **information that's initially withheld** (what we don't know).

By highlighting this gap in knowledge, writers and marketers make readers aware of their lack of knowledge and **readers (Humans) become curious to learn more.**



**WHAT HAPPENS WHEN WE LOSE TRUST,  
CONFUSE OUR AUDIENCE, AND  
DAMAGE OUR REPUTATION?**



# They Leave



Your potential customers go **somewhere else** for the information they seek.

# They Assume



Your potential customers  
**assume** you don't  
know your stuff.

# They Become Indecisive



Because they have a lack of information, your potential customers slip into **indecision**. They may never purchase from you at all.

# Buyer's Remorse



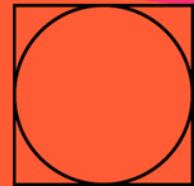
Your potential customers jump to conclusions and make bad decisions. As a result of these mistakes in the buying process, they end up having **buyer's remorse.**

**DON'T FAKE THE GAP**

**Be a Helpful Human ...**



# 4. HIDING HISTORICAL SUCCESS



**BE CURIOUS AND ...  
You Need to Ring the Bell.**





**Digital Success Bell**

# The Investigator Mindset



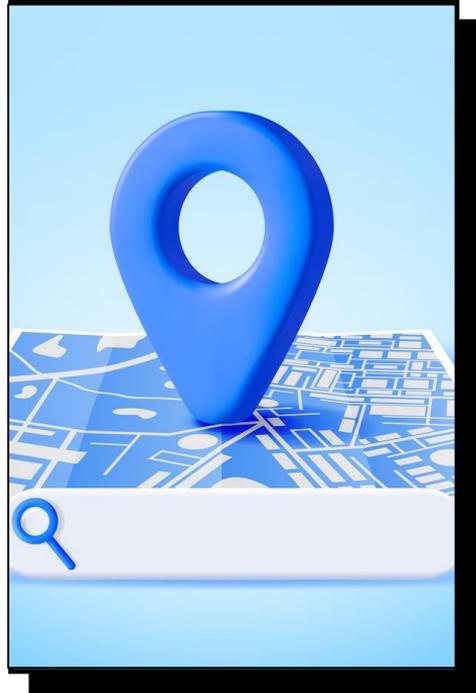
The process of analyzing evidence and information, considering alternate possibilities to establish the way an event occurred and to determine if they are reasonable and repeatable.

# The Definition of Success



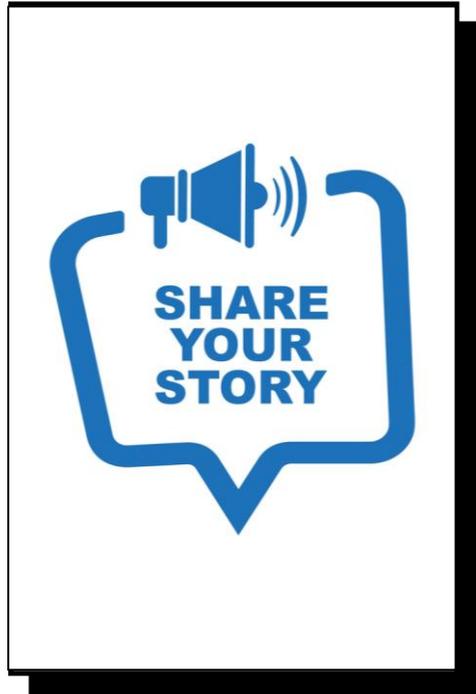
You understand what your sales team and organization at large consider the **success points** and are always watching them.

# The Content Journey



You follow the breadcrumb **trail**  
**from success** to human, to  
content, to problem to then  
diagnose the story to be told.  
**But only...**

# The Success Story



Take **your investigation**, clues, actors, and content and use them to create a **content story** of the journey the content and customer have been on!

# Communicate “teams” Success



The success you communicate should be **about them** not about you! Make sure they want to be heroes in the future.

A dense forest of evergreen trees, likely spruce or fir, is shown in a misty or foggy atmosphere. The trees are dark green and densely packed, with the fog obscuring the background, creating a sense of depth and mystery. The overall tone is cool and somewhat somber.

**If a Tree falls...**

**Wins are not self-evident**

# 5. STANDING ON EMPTY STATEMENTS



**THE PAST WORDS**  
But you said that before ...



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...g musicians of prom  
...ise ⇨ LICK n.  
**prom**  
**prom**  
Dn·f]  
(sb) ...  
... what one will give  
... I'll do ...

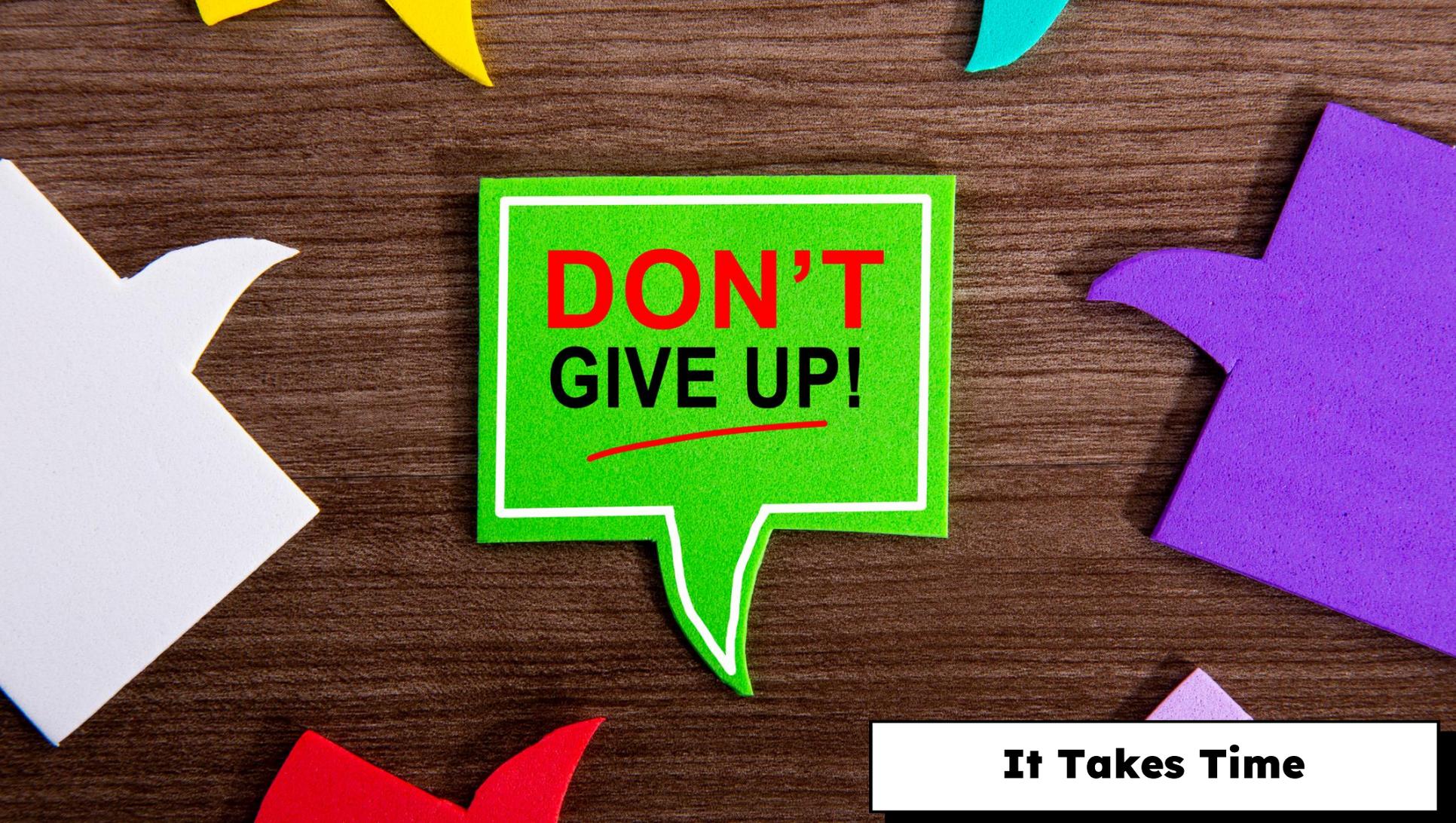
**Broken Promises**



**Internal Trust**

# BROKEN PROMISES AND BUILDING TRUST

1. **Listen** to the team members frustration and feelings.
2. **Empathize** with the other team members.
3. **Ask** what is needed to prevent a recurrence or move forward.
4. **Do** all the things listed that show your trustworthiness.
5. **Take** full responsibility for your actions.
6. **Apologize** and expressing your regret.
7. **Continue** to have open and honest communication and work as one team.



**DON'T  
GIVE UP!**

**It Takes Time**



Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.

**Stephen Covey**  
Author





# 6. SILOED TEAMS VS. REVENUE TEAM





# THE REVENUE TEAM

Four Reasons to Think About Change!





# What's a Revenue Team?

A revenue team is a **group of individuals** within a company who are **responsible for generating revenue** through sales and marketing activities. Revenue teams typically **include members from various departments** and often work on lead generation, lead nurturing, improved conversion rates, and revenue growth.



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# 1. Increased Collaboration



One of greatest benefits of the revenue team is collaboration.

**Two heads are better than one!**

## 2. Better Decision-making



Revenue teams can help you **collect and analyze** data to make better decisions about your business.

# 3. Full-funnel Accountability



Instead of choosing who's responsible for what, marketing and sales teams are **equally responsible** for the full funnel.

# 4. Improved Revenue Growth



Revenue teams can help you **identify and capitalize** on new revenue opportunities.

# Implementation Steps

1. Determine revenue team members & roles
2. Develop best practices for team collaboration
3. Make a clear infrastructure
4. Use the right software for leading revenue teams
5. Outsource talent if needed





## Revenue Teams Success Metrics

- They became 67% better at closing deals;
- They generated 209% more value from marketing;
- They saw a 51% decrease in customer churn; and
- They enjoyed a 126% increase in marketing contribution to total revenue.



Source: BlueBird Strategies

1.

START CHANGING THE  
**BELIEFS AND MINDSETS**  
ABOUT SALES ENABLEMENT  
AT YOUR ORGANIZATION.

2.

START IMPLEMENTING A  
**FULL-FUNNEL APPROACH**  
WHEN HELPING CUSTOMERS  
THROUGH THE FUNNEL.

3.

SOLVE AND CLOSE THE  
**HUMAN CURIOSITY GAP**  
OF YOUR CUSTOMERS VS  
LEVERAGING A “FAKE” ONE.

4.

START ELEVATING THE  
**CONTENT SUCCESS**  
ALREADY HAPPENING IN  
YOUR ORGANIZATION .

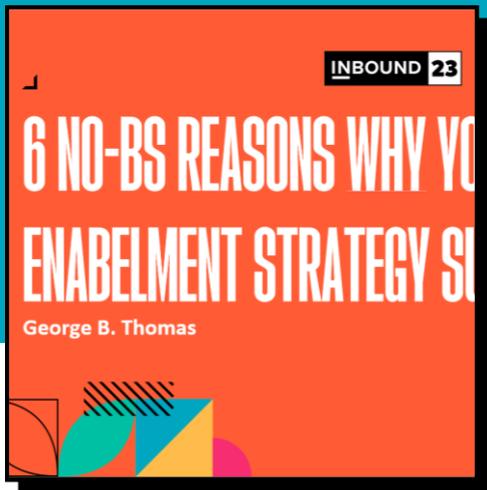
5.

FOCUS ON MENDING  
**BROKEN PROMISES**  
AND BUILDING TRUST  
AMONGST YOUR TEAMS.

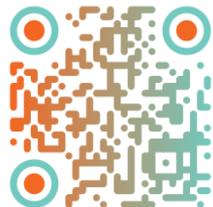
6.

START PUTTING TOGETHER  
**THE REVENUE TEAM**  
PUZZLE PIECES FOR YOUR  
ORGANIZATIONS SUCCESS.

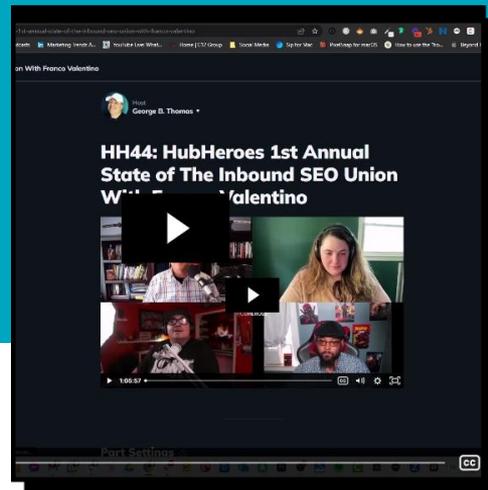
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