VendorNeutral

Clear View™ Report:

Sales Skills Development
& Reinforcement

About This Report

This report provides a detailed description of Sales Skills Development and Reinforcement Solutions. These solutions are focused on providing sellers and sales management online training closely aligned to sales needs and enabling SMEs in supporting areas such as marketing and sales operations to deliver online training that is rapidly developed and delivered, focused on knowledge and skills, tightly integrated with sales activities, and used as a basis to identify when sellers need coaching.

What is it? - A high-level view of the sales tech category.

What challenges are addressed by the solutions? Covers the top 10 challenges addressed by solution as chosen by vendors and defined in terms of Sales Enablement/Content Management.

What does it do?

- **Capabilities:** Based on a set of common capabilities and functions. Vendors' top 10 capabilities for the higher-level category of "How to Engage and When" of which Sales Enablement/Content Management is a sub category.

- **Functions:** A detailed review of common functions across the solution category.

- **Measuring Success:** This section looks at the Key Performance Indicators provided by vendors that demonstrate the benefits of the solution.

What do you need to do? - A discussion on what users need to think about in order to succeed with the solution.

Do you need it? - Ideas to consider when deciding if you need this type of solution.

Parting Thoughts – A few Concluding thoughts on the category, the marketplace and the future direction of the category.

About The Analyst

As Vendor Neutral's Certification Analyst, Steven targets how new technologies and practices can better equip B2B sellers to focus on customer's needs. He looks for the intersection of technology and methodology to help organizations better enable sellers to improve customer understanding and sales progression via analytics and prescriptive actions that improve sales. With over 20 years of experience in sales enablement and technology as a practitioner at companies like IBM and an analyst at Forrester, Steven focuses on improving sellers' skills at all levels and has worked with hundreds of companies.

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