

# State of Remote Readiness Report



How Revenue Leaders are Preparing Sales Teams for Virtual Selling



# About This Report

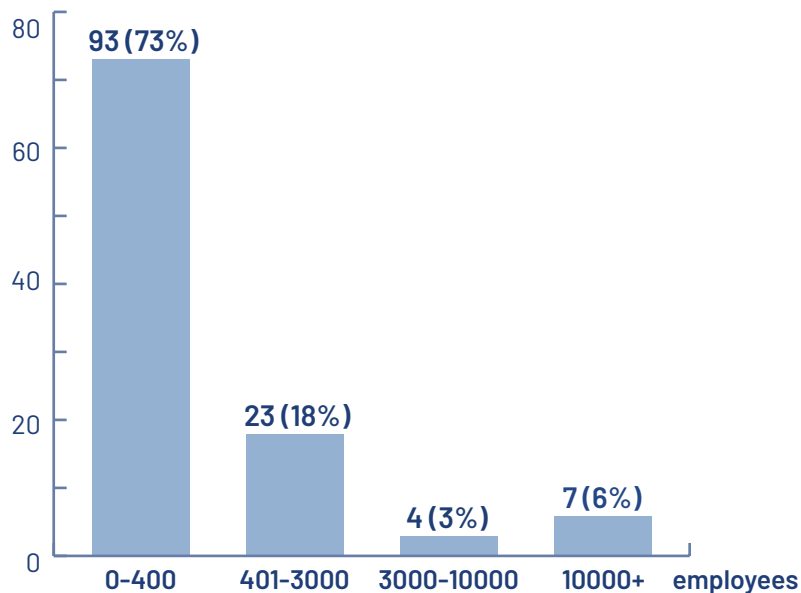


We surveyed over 120 revenue leaders in collaboration with Revenue Collective, to find out how they're equipping and preparing their sales people to execute their organization's game plan for 2021.

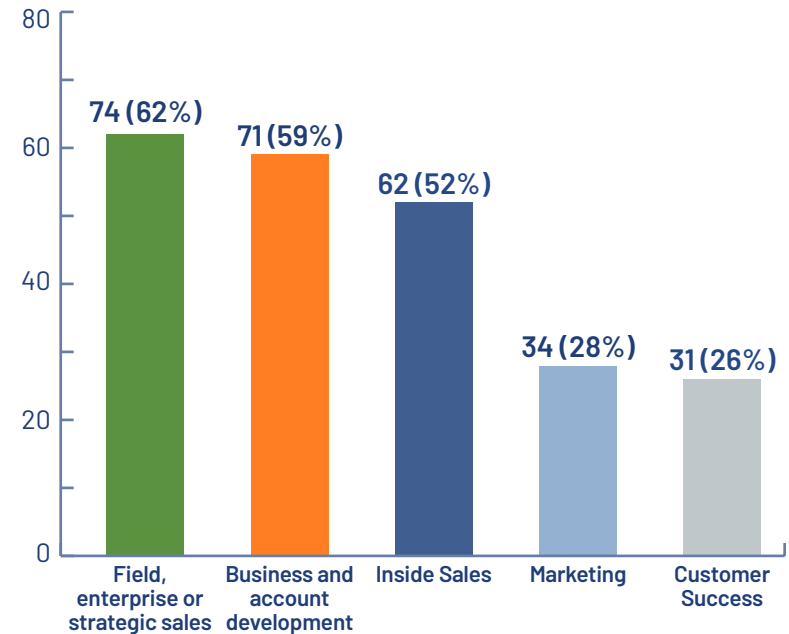
## What we'll cover:

1. The expanding sales tech stack
2. What's on revenue leaders minds
3. Biggest challenges to training effectiveness
4. Trends we're seeing

## How big are their companies?



## What are they responsible for?



# What is the difference between sales training, sales enablement, and sales readiness?



# 48%

of revenue leaders could not explain the difference

Every customer interaction is now a revenue opportunity in the virtual age. To make sure salespeople have the right tools to execute the organization's go-to-market strategy, revenue leaders are now involved in evaluating sales technology.

But 48% of revenue leaders can't explain the difference between sales training, sales enablement and sales readiness. Can you?

## **Sales training:**

provides foundational knowledge on products, processes and the organization.

## **Sales enablement:**

provides information, content and tools that help sellers sell more effectively.

## **Sales readiness:**

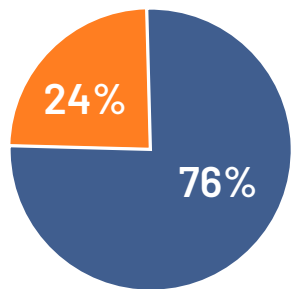
continuously empowers sales teams to be on message and on task every time they interact with a prospect.

# What technologies are you investing in to help enable your team?



Revenue leaders don't necessarily know what each tech solution does, which makes it difficult for them to select the right product. So, 76% are looking at buying point solutions to solve individual problems rather than one platform that solves most of their problems. And there are many different types of point solutions.

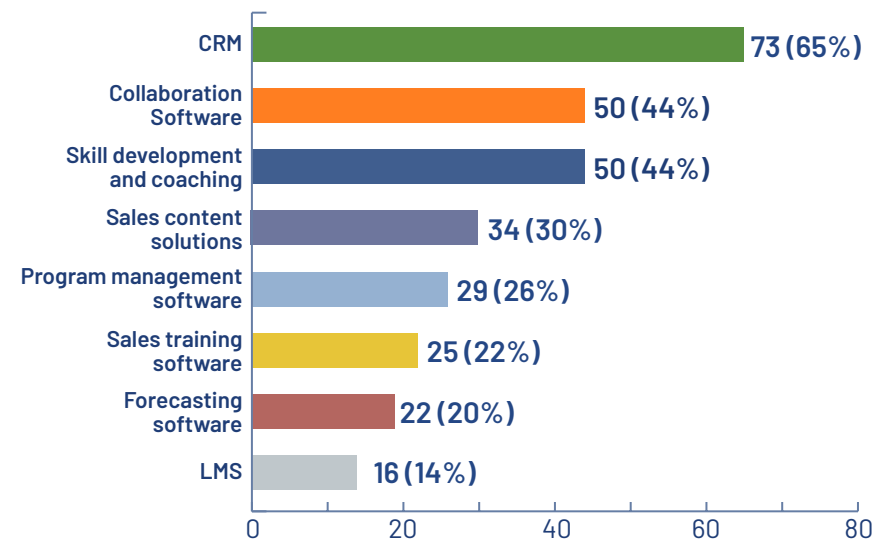
As a result, organizations are managing an expanding sales tech stack with multiple vendors, a wide breadth of functionality and plugins. Integrations between point solutions can often be fragile and may impact your ability to execute at pace. Whether your organization is in hyper growth or well-established, managing a large tech stack is probably taking significant time and using valuable resources.



**76%** of respondents believe they will be more likely to buy solutions from multiple vendors than to buy a platform from a single vendor

- Buy a platform from a single vendor
- Buy point solutions - from multiple vendors

## In what technologies are you investing to help enable your team?

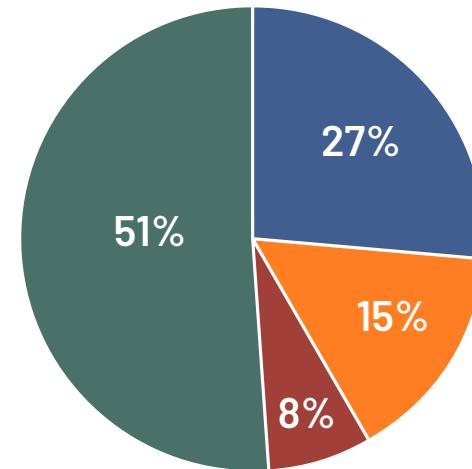


# Have you documented what it takes to be a successful remote rep?



Before choosing a tech solution you need to know what kind of tool you need. To do this you should establish a baseline of what success looks like to you.

**50%** of revenue leaders haven't documented what it takes to be a successful remote sales rep.

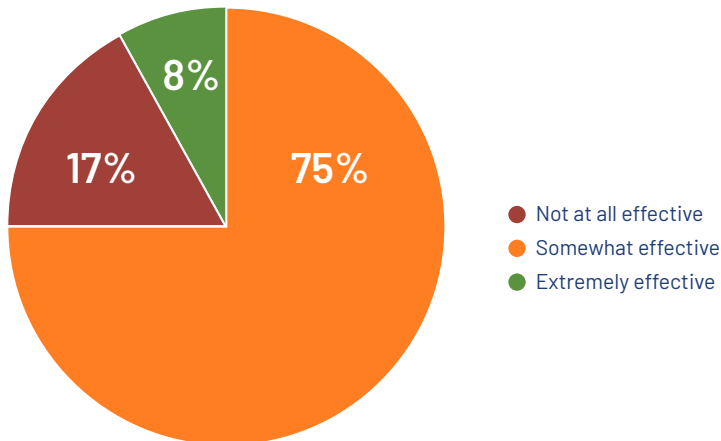


- Too hard to get agreements across functions on key metrics/actions
- Too much time required to execute the project
- Do not believe we can access a rep's activity level on social channels
- Other initiatives are more important at our size and scale

# Which describes your teams overall effectiveness in training and developing sales people?



**75%** feel “somewhat” effective at training their salespeople



Without establishing a baseline for what you want to achieve your initiatives may not hit the mark.

75% of revenue leaders feel only somewhat effective at training their salespeople while over 17% are not at all effective.

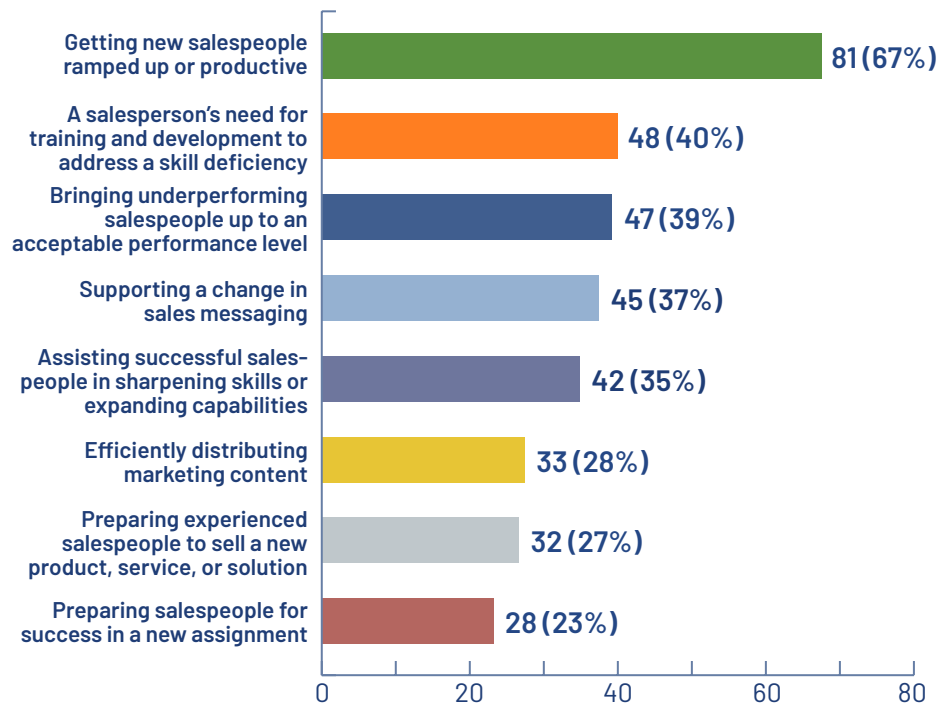
People have trained hard but they're not ready to sell. To perform consistently quarter over quarter, salespeople need continuous focus on improving their skills. To improve readiness on an ongoing basis you need programs that are backed by science and research so that you can figure out what your salespeople need to learn, develop and know.

**12 months ago a leader could go to a meeting with a salesperson and coach them immediately afterwards. In a remote work environment you need to think differently.**

# What are your three most pressing initiatives?



The problems that revenue leaders are trying to solve are similar.



## Respondents agree on the top three most pressing initiatives

1. Getting new salespeople ramped up or productive
2. A salesperson's need for training and development to address a skill deficiency
3. Bringing underperforming salespeople up to an acceptable performance level

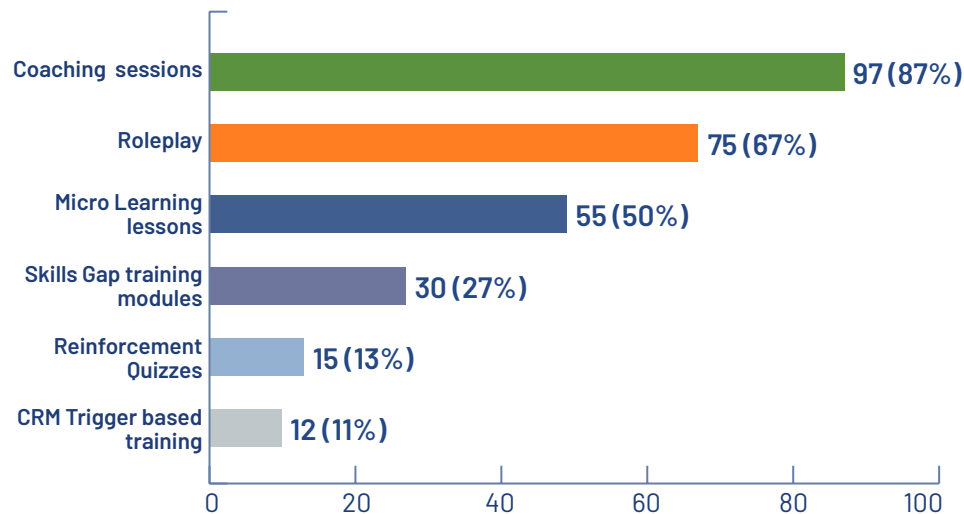
Achieving each of these is more challenging in a remote environment. Information sharing around the proverbial water cooler is no longer possible.

Leaders now have to reimagine how to manage, interact and engage their sales organization.

# What readiness techniques are you using?

To enable salespeople to continue to share information, learn and grow, revenue leaders need to look to new techniques and toolsets.

Organizations are investing in **coaching capabilities** and supplementing these with **role-plays** and **micro-learning** to move the needle on revenue performance.



Readiness programs are designed to get everyone to execute the organization's plan the way it was envisioned. To do this front-line managers need tools that enable consistency, actionability and reportability.

These tools create small learning moments throughout the day. Micro-learning lets a salesperson answer a question about objection handling in a couple of minutes. They can practice the five questions to ask during discovery just before going into a meeting with a prospect.

These techniques put salespeople in the right mindset when they need it the most.





# What is your current level of sales readiness resources?



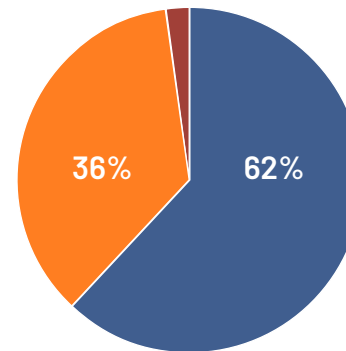
Three years ago, few organizations had invested in standalone enablement or readiness teams but that's changing fast. According to TOPO's 2020 Sales Enablement Market Guide, the sales enablement function will see a 46% increase in size in the next 12 months.

Most organizations have either zero or one resource assigned to sales enablement or readiness.

**61%** of revenue leaders believe one resource is too little

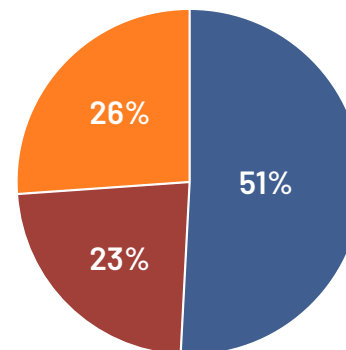
Most revenue leaders are looking to expand their sales readiness capability, with 51% envisioning they will have two to four resources within three years.

With more resources, revenue leaders will be well-placed to help more people reach their full capability and get better sales outcomes regardless of where they work.



## Readiness resourcing

- 1 resource is far too little
- 2-4 resources feels just right
- 5-7 resources feels like too much



## Resource investment timeframe

- 1 or less
- 2-4
- 5 or more

# Key Takeaways to Achieve Predictable Revenue Growth



In 2021, revenue leaders will need to focus on building a new kind of sales culture. With everyone working remotely, building relationships and selling virtually requires different skills and needs a different approach from management.

To prepare your remote sales teams to execute your game plan in a virtual world we have identified four things that your organization should do.



## Key Takeaways:

1. Establish a baseline of what success looks like
2. Staff-up and create a “Readiness” motion
3. To win you must take time to prepare
4. Get the right tech to help. Less is more!

# Key Takeaways

## 1. Establish a baseline of what success looks like

To put in place successful enablement or readiness programs, you first need to know what success looks like for your organization.

This involves:

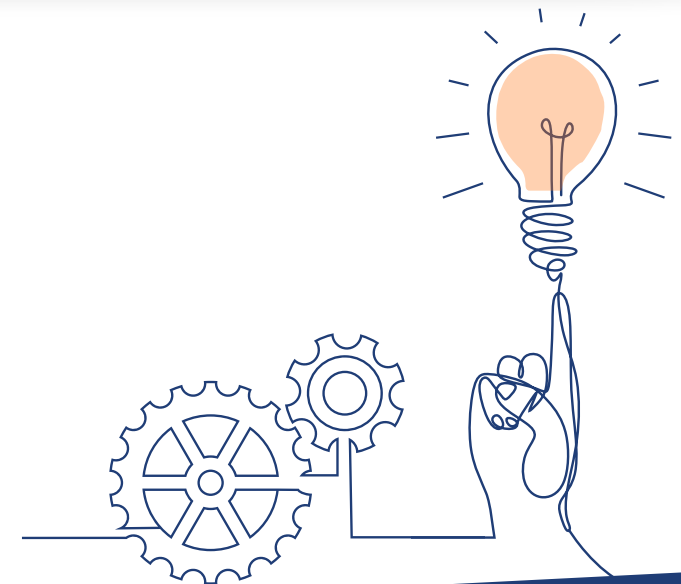
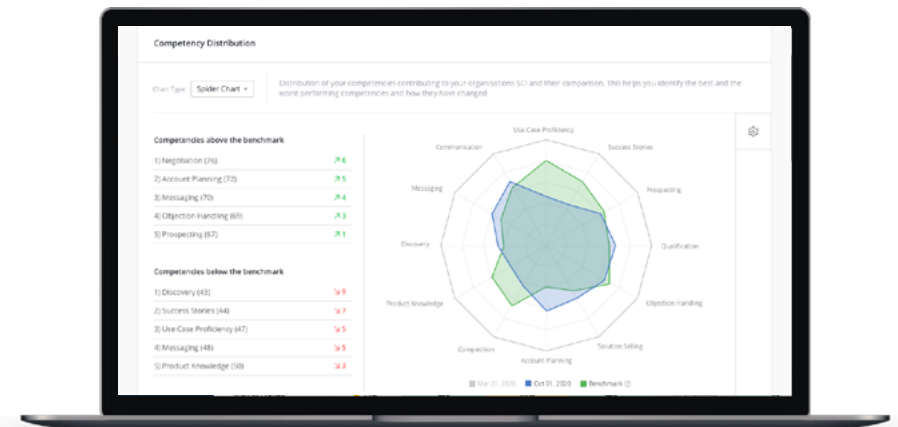
- Identifying what core metrics your revenue leaders are focused on
- Documenting what activities will help you achieve those metrics

Then you can build your training, enablement and ongoing readiness efforts to help you achieve success.

## 2. Staff-up and create a readiness motion

To create and continuously update and improve your enablement and readiness programs you need dedicated resources. The size of your enablement or readiness team will depend on a range of factors including:

- The size of your sales organization
- The complexity of your products or services
- Your buyers purchasing process



# Key Takeaways

## 3. To win you must take time to prepare

It takes time to build a sales enablement or readiness engine. Taking your organization's vision of success you need to:

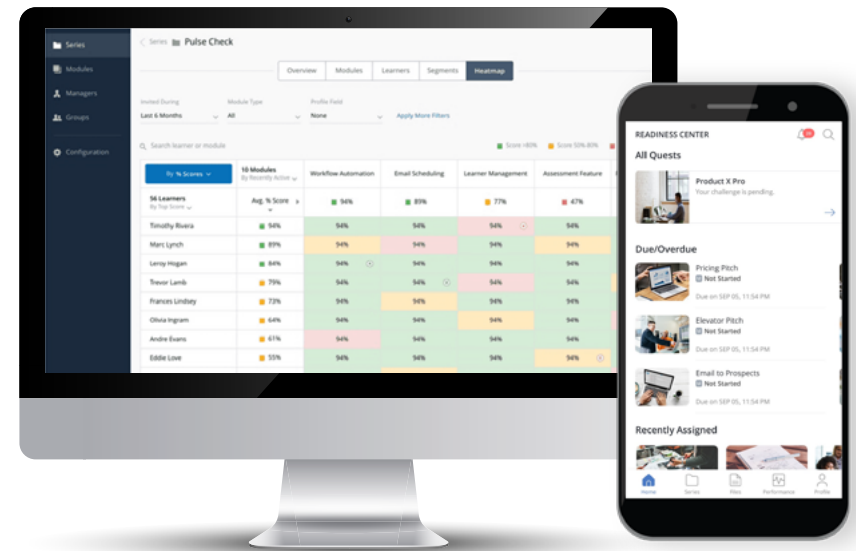
- Identify what activities you need to put in place
- Determine what other training programs your organization needs (like onboarding for new hires)
- Determine the best way to achieve your desired results

Then you can put get to work creating an enablement and readiness program that ensures your sales organisation is prepared for every revenue opportunity.

## 4. Get the right tech to help

To prepare your sales organization to be ready to sell and grow revenue remotely requires investment and infrastructure. The right technology can help your organization scale and pivot quickly, execute efficiently and drive effectiveness.

It also gives you access to data and insights to enable you to continually learn and improve your enablement and sales readiness activities.



# Insight Wrap Up!



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## In Summary:

- **48%** of revenue leaders couldn't explain the difference between sales training, sales enablement and sales readiness, which makes it difficult for them to know what tools they need in their tech stack.
- **76%** are choosing to buy point solutions, making their tech stack more complex to use and manage.
- But only **50%** have documented what success looks and just **17%** feel like their training solutions are effective.
- The needs of revenue leaders are relatively homogenous, with **67%** focused on the same three initiatives to maximize productivity in a virtual working environment.
- Organizations use a range of readiness techniques to move the needle on performance but they need more resources to implement these. **51%** of revenue leaders expect they will have between two and four sales enablement or readiness resources within three years.



MindTickle helps your salespeople acquire and hone the skills that are necessary to succeed in today's rapidly changing business climate. The result? An agile sales organization that adapts to a remote-first selling approach in weeks instead of months, and driving results faster than the competition.

MindTickle provides a comprehensive, data-driven solution for sales readiness and enablement that fuels revenue growth and brand affinity. Its purpose-built applications, proven methodologies, and best practices are designed to drive effective sales onboarding and ongoing readiness. With MindTickle, company leaders and sellers can continually assess, diagnose and develop the knowledge, skills, and behaviors required to effectively engage customers and drive growth. Companies across a wide range of industries use MindTickle's innovative capabilities for on-demand, online training, bite-sized mobile updates, gamification-based learning, coaching and role-play to ensure world-class sales performance.



For more information,  
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