



The Building Blocks  
of Sales Enablement  
powered by FFWB™

# The CRO Guide to Sales Enablement Impact

with Mike Kunkle and Felix Krueger

# **Goal for this Session:**

**Equip you with the knowledge and tools you need to maximize the business impact of your Sales Enablement function.**

**POLL**

**Does your  
business have a  
sales enablement  
function?**




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of Sales Enablement

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# The Building Blocks of Sales Enablement

powered by FFWD 

# \$398MM

Accretive revenue increase in one year from final project completion



Enterprise



Public



BFSI



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# +40%

Deal size in 6 months



SMB



Private

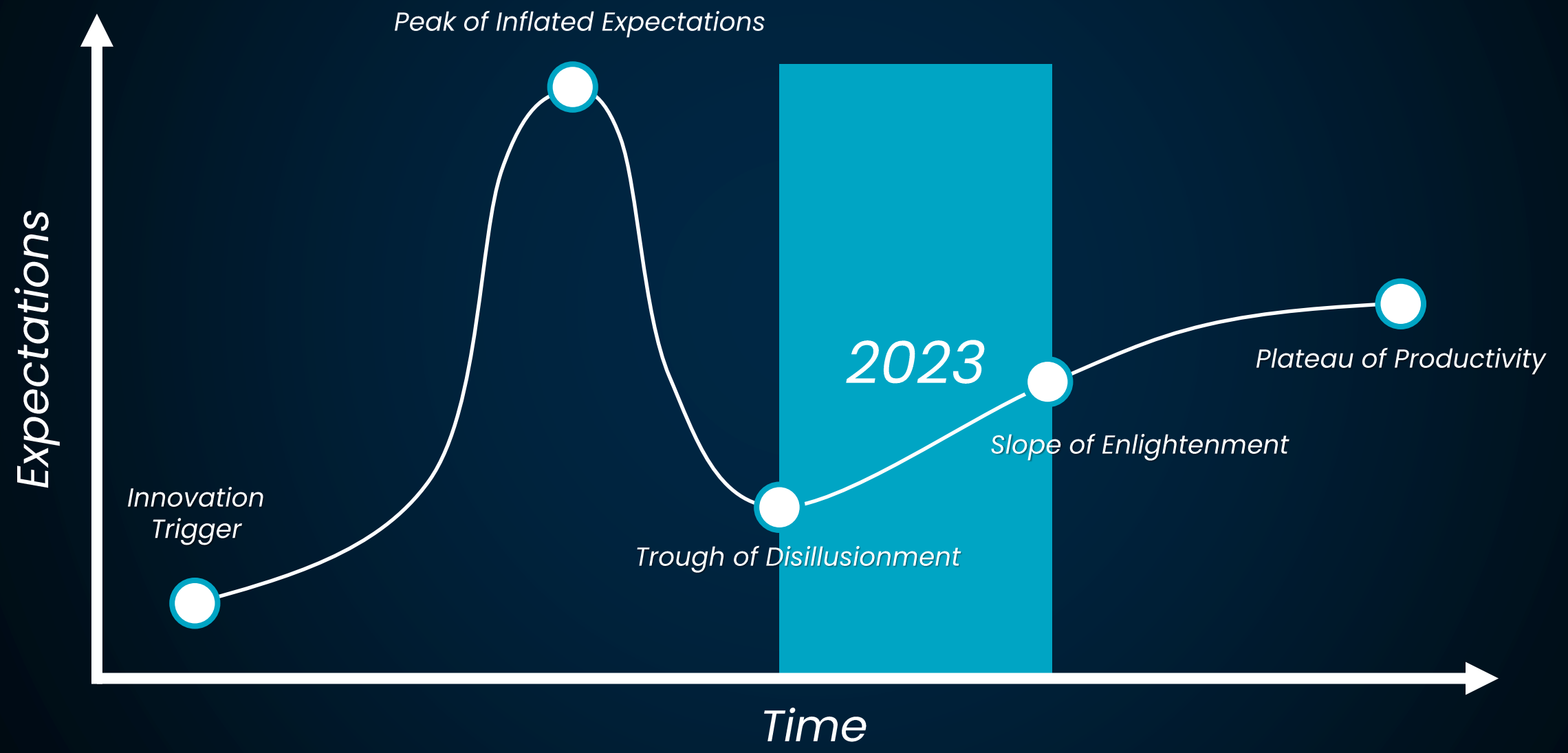


SaaS



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# The Enablement Hype Cycle



## Expectation

Guaranteed revenue scale

Guaranteed impact on revenue KPIs

Instant returns

No contribution from other  
departments required

Deploy enablement in any environment

Call it enablement and receive  
enablement results

Short-term activity will yield long-term  
results

## Reality

GTM strategy isn't aligned

Only leading indicators are measured

Ongoing fine-tuning required

Close stakeholder alignment and  
collaboration is required

Enablement fails in sub-par environments

Sales training alone doesn't shift  
the needle

Consistent measurement and reinforcement  
are required



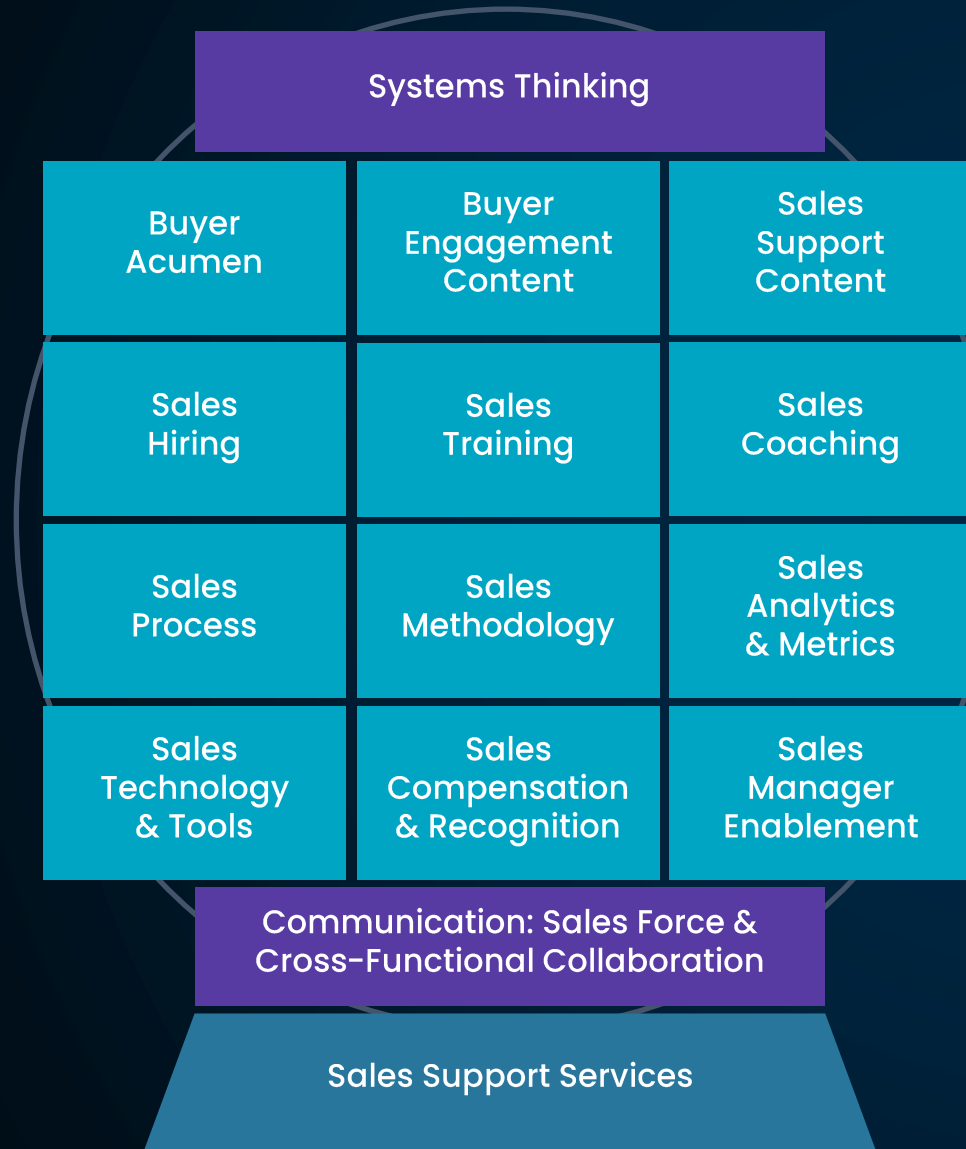
# Sales Enablement Maturity Levels

None	Random	Informal	Formal	Adaptive
No enablement "Leave them alone and let them sell."	Highly reactive Priorities based on the latest issue on the horizon Impact is pure luck	Some structure Partly data-driven Highly reactive Limited impact	Sales Enablement Building Blocks with a charter Cross-functional collaboration Systems thinking Strategic, structured, scalable Data-driven Significant impact	Formal maturity and performance consulting practices Data-driven and diagnostic-based Continuous focus on improving sales performance

**Where most businesses operate**

**Where business impact is achieved**

# The Building Blocks of Sales Enablement



*"The Building Blocks of Sales Enablement is rooted in a deep understanding of the messy reality that confronts today's sales enablement leaders: complex, interdependent systems that govern modern commercial organizations, and the chaos that is the customer buying experience. Mike Kunkle's intimate understanding of these dynamics delivers a clear and actionable framework that will propel growth for all revenue leaders."*

## **Nick Toman**

*President, SBI Growth Advisory, and co-author, The Challenger Customer and The Effortless Experience*



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Strategic Planning	Tactical Planning	Execution
<ul style="list-style-type: none"> <li>▪ Mission/Vision/Values</li> <li>▪ Strategic Objectives</li> <li>▪ Marketplace Analysis</li> <li>▪ Customer/Buyer Acumen               <ul style="list-style-type: none"> <li>▪ Buyer Roles &amp; Goals                   <ul style="list-style-type: none"> <li>▪ (Buyer Personas)</li> </ul> </li> <li>▪ Their COIN-OP *</li> <li>▪ Buying Preferences</li> <li>▪ Buying Process</li> </ul> </li> <li>▪ Product/Market Fit</li> <li>▪ Business Model</li> <li>▪ Strategic Pricing</li> <li>▪ SWOT Analysis</li> <li>▪ Digital Strategy</li> <li>▪ Sales Analytics</li> </ul> <p>* Challenges, Opportunities, Impacts, Needs, Outcomes, and Priorities</p>	<p>GTM Plan</p> <ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Sales               <ul style="list-style-type: none"> <li>▪ Sales Model/Org Structure/Roles</li> <li>▪ Right People/Seats on the Bus</li> <li>▪ Territories/Account Assignments</li> <li>▪ Goals/Quotas</li> <li>▪ Compensation/Incentives</li> <li>▪ Metrics/KPIs/Measurement</li> <li>▪ Sales Process &amp; Methodology                   <ul style="list-style-type: none"> <li>▪ New Business Development</li> <li>▪ Transactional Management</li> <li>▪ Strategic Account Management</li> </ul> </li> <li>▪ Sales Messaging &amp; Collateral</li> <li>▪ Sales Technology &amp; Tools</li> <li>▪ Sales Management System</li> <li>▪ Force Field Analysis/Action Plans</li> </ul> </li> <li>▪ Service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Hiring</li> <li>▪ Training</li> <li>▪ Enabling</li> <li>▪ Coaching</li> <li>▪ Developing</li> <li>▪ Supporting</li> <li>▪ Managing</li> <li>▪ Leading</li> <li>▪ Culture</li> </ul>



# Enablement Leadership Profile

What many revenue leaders  
think they need

An operator/Tactical executor

A sales background

A junior resource

An order taker

A trainer

What revenue leaders  
really need

A senior resource

Change management

Performance consulting

Stakeholder management

Sales analytics/Data diagnosis

Revenue leadership team member

# Charter Elements

<b>Why</b>	<b>Why are you starting or evolving your Sales Enablement function?</b>
<b>What</b>	<b>How will you define Sales Enablement?</b> <ul style="list-style-type: none"><li>▪ If starting, where will you start? If evolving, what will you change or add?</li><li>▪ What roles will you support? (AE, AM, SDR, BDM, Sales Engineer, FLSM, Channel Partner, other?)</li><li>▪ Which building blocks will you support?</li><li>▪ What issues or performance problems will you address?</li><li>▪ What outcomes will you deliver?</li></ul>
<b>Who</b>	<b>Who is going to do what?</b> <ul style="list-style-type: none"><li>▪ Where/to whom will this function report?</li><li>▪ With whom (what other functions/leaders) will you collaborate?</li></ul>
<b>How</b>	<b>How will this work be done and to what level?</b> <ul style="list-style-type: none"><li>▪ How will the work or desired outcomes be prioritized and measured?</li><li>▪ How will you collaborate and communicate with your internal partners and report results?</li></ul>



# Charter Elements

Why	Why are you starting or evolving your Sales Enablement function?
	How will you define Sales Enablement?
	With whom (what other functions/leaders) will you collaborate?
How	<b>How will this work be done and to what level?</b> <ul style="list-style-type: none"><li>How will the work or desired outcomes be prioritized and measured?</li><li>How will you collaborate and communicate with your internal partners and report results?</li></ul>

**The Power of a Charter is Cross-Functional Alignment Around How Everyone Will Support the Sales Force in Achieving Your Desired Outcomes and Priorities.**



# How to Set Enablement Up for Success

**Resource  
according to  
expectations**

**Be transparent  
about strategic  
priorities**

**Specify revenue  
& outcome KPIs**

**Prioritize sales  
manager  
enablement**

**Support  
planning and  
alignment**

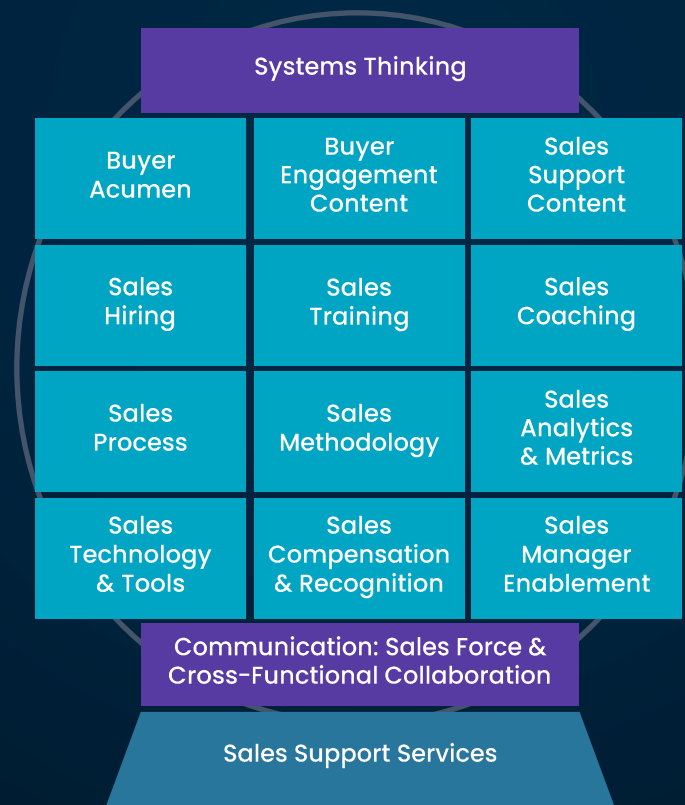
**Provide  
opportunity for  
ongoing  
development**

**SUPPORT EXECUTION**

Learning Experience

# The Building Blocks of Sales Enablement

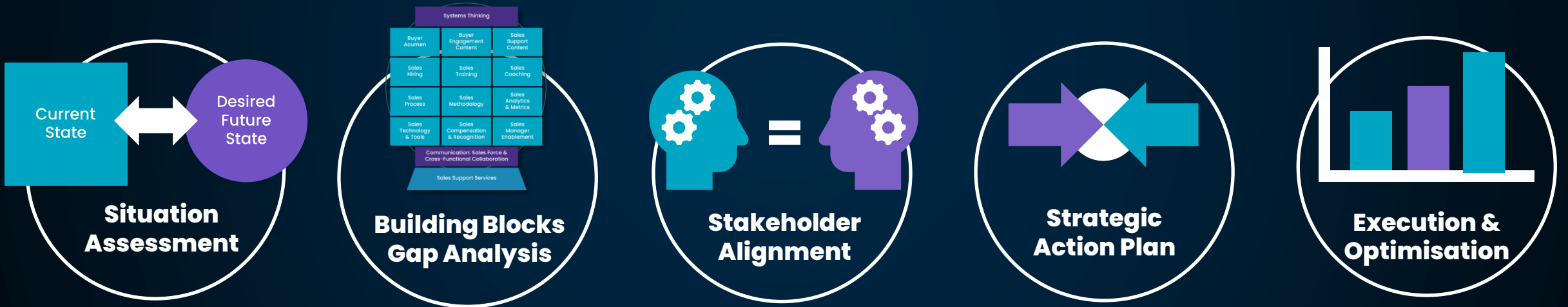
A learning experience designed to fast-track your journey to Sales Enablement mastery and business impact.





# The Building Blocks of Sales Enablement

A learning experience designed to fast-track your journey to Sales Enablement mastery and business impact.



# Sales Enablement Maturity Levels

None	Random	Informal	Formal	Adaptive
<p>No enablement</p> <p>“Leave them alone and let them sell.”</p>	<p>Highly reactive</p> <p>Priorities based on the latest issue on the horizon</p> <p>Impact is pure luck</p>	<p>Some structure</p> <p>Partly data-driven</p> <p>Highly reactive</p> <p>Limited impact</p>	<p>Sales Enablement Building Blocks with a charter</p> <p>Cross-functional collaboration</p> <p>Systems thinking</p> <p>Strategic, structured, scalable</p> <p>Data-driven</p> <p>Significant impact</p>	<p>Formal maturity and performance consulting practices</p> <p>Data-driven and diagnostic-based</p> <p>Continuous focus on improving sales performance</p>





"Imagine being able to pick the brains of both Felix Krueger AND Mike Kunkle! Seriously, if you want to make an investment in you and your career, consider joining us! After one group coaching call, my mind is swimming, yet have a starting point and can continue to get coaching each week to discuss progress!"

**STEVE SHOREY**

*GLOBAL SALES ENABLEMENT LEADER AT THALES DIGITAL IDENTITY & SECURITY*



I am absolutely in love with all the supportive content, fun quizzes, and on-demand videos! My amazing mentors, massive thank you for the opportunity to learn from the best professionals in the field and for these high-quality, handy materials which helped me to understand where I am at right now and what my action plan is!

**TETIANA VEREITINA**

*SALES ENABLEMENT MANAGER AT RALLYWARE*



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## The Building Blocks of Sales Enablement

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### +4h Content

*Proven best practices with bite-sized video lessons and deep-dive articles*



### Weekly Group Coaching

*Expert guidance to support learning, planning, and application of course content.*



### Cheat Sheets & Quizzes

*Reinforced learnings with cheat sheets and quizzes*



### Templates

*Easily translate the concepts taught into the context of your organization*



### **BONUS: 1-on-1 Coaching Kick-off for Enablers**

*Guidance to establish learning goals and how to best leverage course content to achieve them*



### **BONUS: FREE access for revenue leaders**

*All plans come with a free seat for revenue leadership*

# Membership

## Individual

## Team (up to 5 seats)

**Total Value:**

~~+\$9,000/year~~

**Price: \$1,695/year**

**Total Value:**

~~+\$45,000/year~~

**Price: \$6,295/year**

Onboarding spots: 1/10 in Feb and 7/10 in Mar

[goffwd.com/blocks](https://goffwd.com/blocks)

**-25%**

**3 Discount Codes: CRO25**



**Enablement Impact Guarantee**



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[goffwd.com/blocks](https://goffwd.com/blocks)

# Thanks for joining!



**Mike Kunkle**



**Felix Krueger**

# Appendix



## Mike Kunkle

Author

### The Building Blocks of Sales Enablement

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[mike@mikekunkle.com](mailto:mike@mikekunkle.com)

**Mike Kunkle is a respected sales transformation architect and an internationally-recognized expert on sales training, sales effectiveness, and sales enablement.**

Mike has spent 39 years in the sales profession and 29 years as a corporate leader or consultant, helping companies drive dramatic revenue growth through best-in-class training strategies and proven-effective sales transformation systems.

Mike is the founder of Transforming Sales Results, LLC, and today works as the Vice President of Sales Effectiveness Services for SPARXiQ, where he advises clients, publishes thought leadership, speaks at conferences, leads webinars, develops sales training courses, delivers workshops, and designs and implements sales enablement systems that get results.

He collaborated with Doug Wyatt to develop SPARXiQ's [Modern Sales Foundations™](#), authored SPARXiQ's [Sales Coaching Excellence™](#) course, published a book on [The Building Blocks of Sales Enablement](#) and collaborated with Felix Krueger to develop [The Building Blocks of Sales Enablement Learning Experience](#).

#### Connect with Mike & Follow His Content

Personal Blog	<a href="https://www.mikekunkle.com/blog">https://www.mikekunkle.com/blog</a>
SPARXiQ Blog	<a href="https://sparxiq.com/author/mikekunkle">https://sparxiq.com/author/mikekunkle</a>
Sales Effectiveness Straight Talk Webinars	<a href="https://bit.ly/MikeKunkle-OnDemand">https://bit.ly/MikeKunkle-OnDemand</a> (60 Recorded Webinars)
The Building Blocks of Sales Enablement Book	<a href="https://bit.ly/BBofSE">https://bit.ly/BBofSE</a> (Paperback and Kindle)
The Building Blocks Learning Experience	<a href="https://GoFFWD.com/Blocks">https://GoFFWD.com/Blocks</a>
Building Blocks, Close Up! LinkedIn Newsletter	<a href="https://bit.ly/BBCU-Newsletter">https://bit.ly/BBCU-Newsletter</a>
7 Steps to Maximizing Enablement's Impact	<a href="https://www.goffwd.com/impact-recording-registered/">https://www.goffwd.com/impact-recording-registered/</a>
Mike's LinkedIn Profile	<a href="https://www.linkedin.com/in/mikekunkle">https://www.linkedin.com/in/mikekunkle</a>



## Felix Krueger

**Chief Enablement Officer**  
FFWD

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[linkedin.com/in/hfkrueger/](https://www.linkedin.com/in/hfkrueger/)

### Felix Krueger is a sales enablement expert and GTM generalist.

Over the last 17 years, Felix has been an in-house marketer, seller, and sales enablement leader in organizations ranging from early-stage startups to billion-dollar enterprises.

After exiting his first startup, a service provider specialized in the introduction of buyer acumen and the creation of buyer engagement content for technology vendors across the APAC region, he is now the Chief Enablement Officer of his consulting firm FFWD.

FFWD supports sales organizations across the US, UK, and Australia in developing and implementing high-impact enablement programs with consulting and advisory services.

Felix also supports enablers around the world in adopting best practices with his podcast, The State of Sales Enablement, webinars, newsletters, and conference speaker assignments.

Most recently, he collaborated with Mike Kunkle in translating the concepts of his bestselling book, The Building Blocks of Sales Enablement, into an online learning experience and in-person workshops.

#### Connect with Felix & Follow His Content

FFWD's Website	<a href="https://goffwd.com">goffwd.com</a>
The State of Sales Enablement Podcast	<a href="https://podcasts.apple.com/au/podcast/the-state-of-sales-enablement/id1558307853">podcasts.apple.com/au/podcast/the-state-of-sales-enablement/id1558307853</a>
This Month In Sales Enablement Newsletter	<a href="https://linkedin.com/newsletters/this-month-in-sales-enablement-6944901313373560832/">linkedin.com/newsletters/this-month-in-sales-enablement-6944901313373560832/</a>
The Building Blocks Learning Experience	<a href="https://goffwd.com/blocks">goffwd.com/blocks</a>
7 Steps to Maximizing Enablement's Impact	<a href="https://goffwd.com/impact-recording-registered/">goffwd.com/impact-recording-registered/</a>
Felix's LinkedIn Profile	<a href="https://linkedin.com/in/hfkrueger/">linkedin.com/in/hfkrueger/</a>