

VALUE CREATION · 09

Sales Enablement

Win rate moves fastest when sellers carry one story and the tools to prove it.

THE QUESTION IT
ANSWERS

Why do qualified deals stall, or close only at a discount?

THE METHOD

Audit, build, embed, measure

Step 1

Audit

Win/loss, deal reviews and the materials gap by segment.

Step 2

Sales story

Built on the customer's business impact, urgency and decision process.

Step 3

Tools

Battlecards, talk tracks, objection handling, proof.

Step 4

Embed

Into CRM stages, playbooks and onboarding.

Step 5

Measure

Win rate, cycle and discount, tracked by segment.

WHAT WE DO

Find where deals are lost and which materials are missing

Build one sales story around impact, urgency and decision process

Equip sellers with battlecards, talk tracks and proof

Embed it in CRM and playbooks so it survives the launch

WHAT YOU RECEIVE

Core sales deck and talk tracks

Battlecards and objection handling

Materials matrix by segment and stage

Win-rate scorecard

METRICS MOVED → ENTERPRISE
VALUE

Win rate: more of the existing pipeline converts

Price: value established before discount is discussed

Sales cycle: urgency built into the deal

TYPICAL TIMELINE

8–12 weeks

PROOF

GTT Marine: entry-point maps of the questions each department asks before it buys, so sales starts from a self-declared need rather than a cold lead.

Let's talk about your commercial foundation.

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