Swan Global Direct Reviews 6 Ways Sales Enablement Can Help Your Business Generate ROI

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Increasing sales and revenue is a top priority for most businesses, so Swan Global Direct in Newcastle has shared findings that show how sales enablement can enhance sales, ROI and positively impact the bottom line.

About Swan Global Direct: http://www.swanglobaldirect.co.uk/about-us/

Sales enablement is one of the most exciting new things in business today. Sales enablement is the process of equipping sales teams with the most relevant content, when and where they need it in order to optimise the selling opportunity. It is a strategic function within the go-to market organisation that requires teams to work across traditional sales boundaries.

Effective sales enablement is a vital business tool, because it is not just a one-time increase in company revenue. Instead, it acts as the organisational framework on which future revenue growth can be built.

In a recent online article on business2community.com ('6 ways sales can use sales enablement to impact the bottom line', published on 3rd March 2016) it was highlighted how sales enablement is being used to enhance sales and drive ROI. Newcastle-based sales and marketing firm, Swan Global Direct discusses the 6 methods of how to do this.

1.Recruiting - Companies with sales enablement tools demonstrate that they are investing in the success of their sales teams (rather than just raising expectations without the right tools available). This makes the sales representative position much more attractive.

2.Training - Sales reps need ongoing training to reinforce what they have learned and to keep them up to date with the latest products, processes and content.

3.Coaching - Research has shown that sales reps who receive as little as 3 hour coaching sessions per month exceed their targets by 7%. Helping sales means helping the company, since more reps hitting their targets means more revenue.

4.Enabling - By enabling a sales rep, the company is empowering them and making it much easier for them to learn about complex products and services.

5.Evaluating - The sales team must have goals in place as part of the overall sales strategy. The sales enablement tool will offer an insight into how well the team has performed against those goals.

6.Improving - A data driven sales strategy helps guide the sales process, decrease cost, boost productivity, increase effectiveness and drive revenue.

Swan Global Direct is a sales and event marketing firm based in Newcastle. The firm specialise in creating exciting and effective event marketing campaigns that bring their clients' products and services directly to the consumer. These event marketing campaigns allow for customers to experience a positive and personalised buying experience so that they can really build a connection with the brand; which leads to increased customer loyalty. Swan Global Direct is sought out for their sales services to help brands increase their sales and brand awareness.

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