



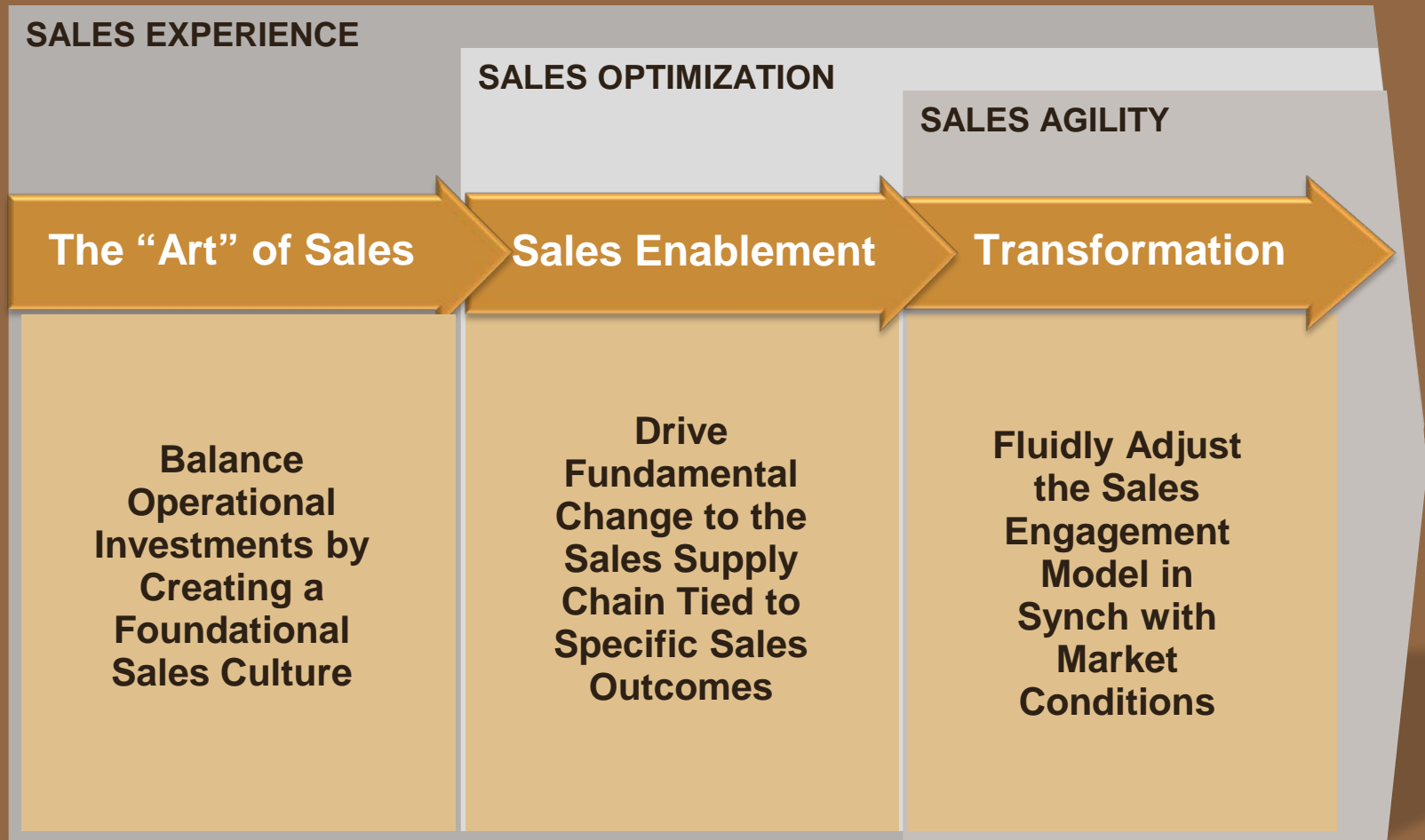
# The Sales Enablement Journey

The SalesCraft Advisory

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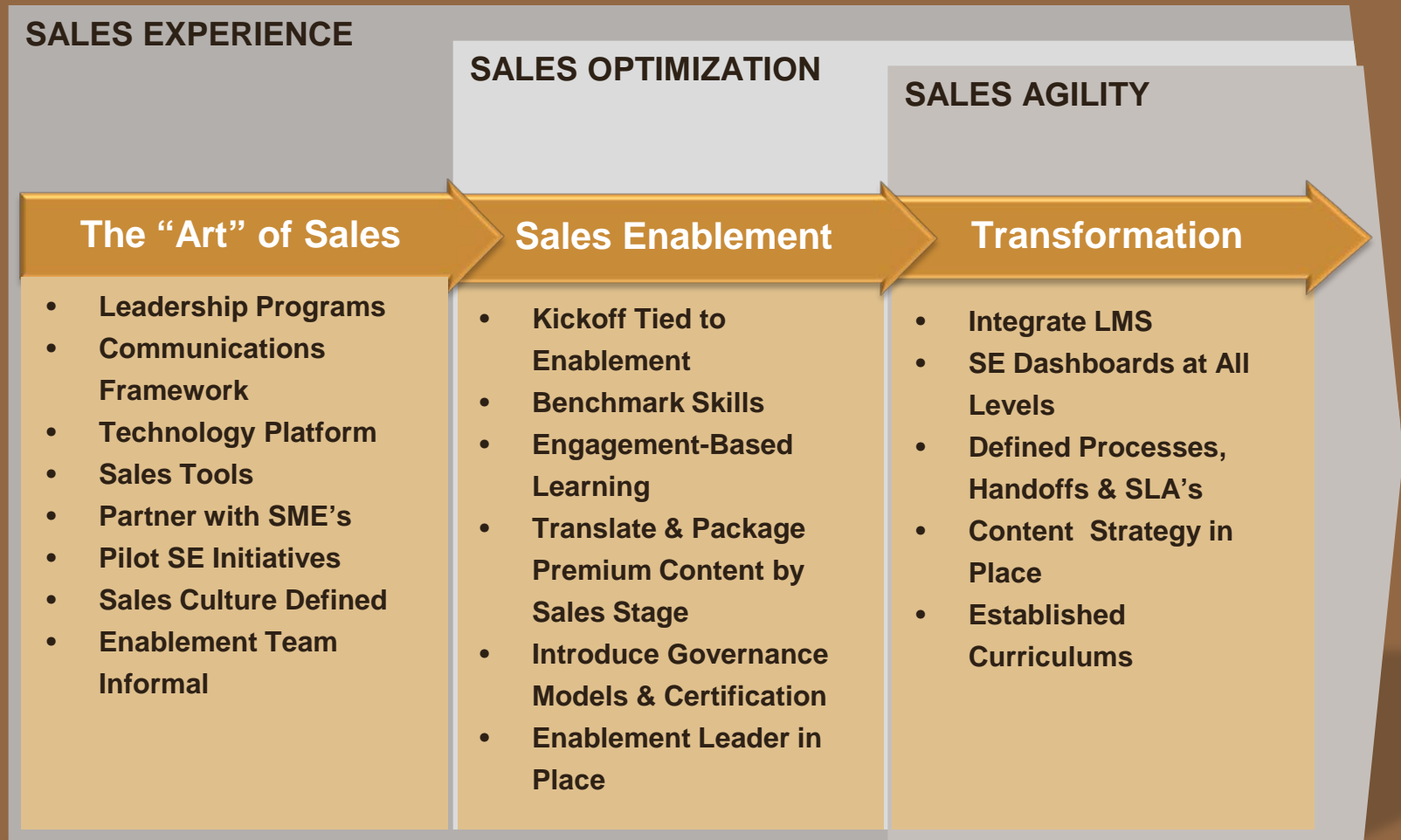
# The Sales Enablement Journey

## Organizational Objectives



# The Sales Enablement Journey

## Execution & Deliverables



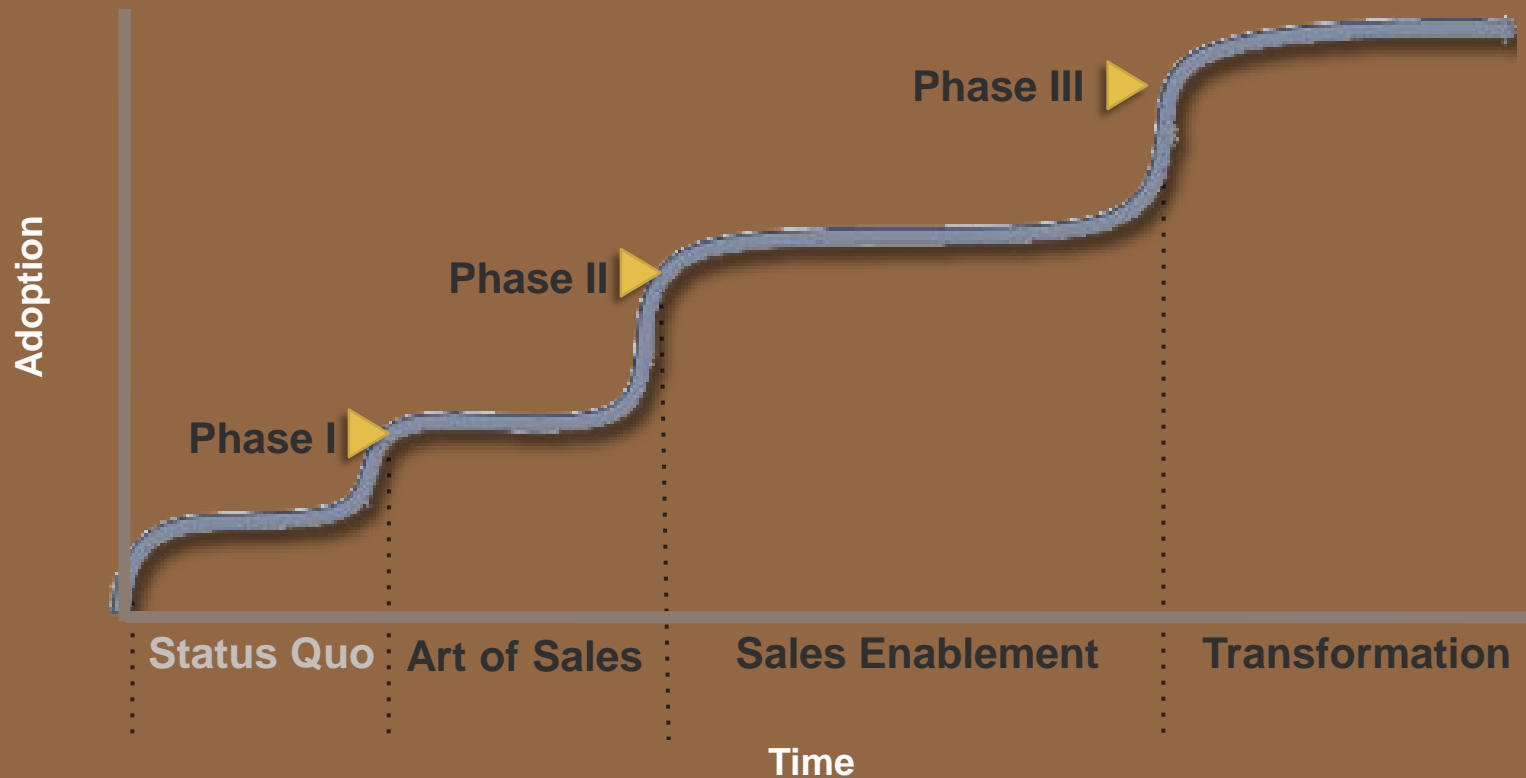
# The Sales Enablement Journey

## Transformation Triggers



# The Sales Enablement Journey

## The Adoption Cycle



- *Business drivers create inflection points which trigger progression to next phase.*
- *Length of each phase varies, but typically lasts at least 6 months.*
- *Minimum time to Transformation is 1 year.*



**\$SalesCraft**

***Enable to  
Transform***

**SALES  
ENABLEMENT  
ADVISORY**

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