Sales Performance Technology

Evaluation Checklist

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Introduction

There are good reasons to invest in sales performance technology. Maybe you are looking to better align sales and marketing investments, decrease administrative time spent by sellers and increase their overall time actually spent selling. Perhaps you are looking to improve new hire ramp time, quota achievement and/or address other inefficiencies keeping your organization from generating revenue.

You know you need a technology to scale and support such improvements, but the process can be very overwhelming – especially as your organization has a number of important projects running in parallel with limited resources and budget. All the more reason to approach the purchase of a sales enablement technology with clear priorities and efficiency. This short brief and evaluation checklist will set you down the right path.

Know Your Priorities

If you are like most organizations, you have no shortage of identified areas to improve. It's important to focus on the ones you want to most improve in the next 18 months. Resist trying to solve for everything or imagine everything you'll eventually need to solve for. Organizations that try to account for too many priorities at once often

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Why Poor Sales Enablement is Expensive

Companies spend ~$135,000 per year per sales rep on sales support people, activities and processes.

Lack of effective sales enablement costs $14MM of wasted sales and marketing expenses and $100MM in lost sales opportunities in a "typical" $1 billion company.

Forrester surveys show most companies need significant improvement:

- 78% of respondents said sales reps do not have "relevant examples or case studies to share with me."
- 77% said that sales reps do not "understand my issues and where they can help."
- 76% said that sales reps cannot "relate to my role and responsibilities in the organization."

overbuy technology. Your priorities should be informed by your own business processes, available resources, company goals and budget, to name just a few considerations.

Getting the Right People Involved

The number of stakeholders involved in the purchase of a sales performance technology often varies depending on the size and complexity of your organization. To get the best adoption and the most from your system – you'll want to include an executive sponsor along with sales, marketing and sales training leaders.

Getting Started

- Prioritize your top three goals with the purchase. Stick to these goals during the evaluation and do not get distracted by the bright, shiny features that are "nice to have" but won't get used or have a direct impact on your most important goals.
- Draft and agree to your evaluation checklist. This is your guiding star as you look to make the best decision for your organization.
- Establish your budget and timeframe for implementation. Make sure you have an executive sponsor ready to support you not only for the purchase, but for championing the effort upon roll out.
- Don't forget to include the people/organization that will administer and maintain the technology you purchase. You will want the technology purchase to align to your ability to administer it.

Sales Performance Evaluation Checklist

Onboarding & Coaching

Capabilities that allows you to quickly and efficiently onboard and coach your sales reps. It can complement in-person boot camps and should help you reinforce key points and allow sales reps to practice desired sales skills.

	Solution A	Solution B
Create structured learning paths with sequencing, due dates and reminders		
Training can be personalized by role, location, department		
Ability to support gap analysis with automated reinforcement		
Micro-learning content authoring capabilities included e.g., video, audio, rich-text editor etc.		
Quiz, exam and certification features		
Audio/video coaching for rep practice and reinforcement		

Content Management

Tools that allow you to manage your sales content and have a "single source of truth." Flexibility to integrate with other content repositories will eliminate the need for a large scale content repository consolidation. Also includes tools that allow administrators and sales reps to group content into bundles/collections that meet your business needs.

	Solution A	Solution B
Content can be stored natively in platform – including tagging and tracking		

	Solution A	Solution B
The content repository provides for asset management – change once, publish everywhere		
Third party content repositories integration (e.g. Box, Google Drive, SharePoint, AEM etc.)		
Reps can assemble and bundle content		
Content be grouped for display as Collections/Kits/Playbooks		

Content Delivery

Capabilities that get the right content to your reps at exactly the right time so they save time and they have content relevant for any specific sales opportunity. Delivering in a sellers existing workflow and simplicity will ensure greater adoption and value.

	Solution A	Solution B
Content can be delivered to reps in a CRM		
Intelligent content recommendations through machine learning to guide reps and learn from sales history		
Content can be accessed by native email applications (Gmail or Outlook)		
Content usage analytics recorded and sent back to the CRM		
Content accessible on mobile devices. Which ones?		

Content Sharing

The ability for sales reps to easily share content with prospects and receive instant notifications for prioritizing immediate follow-up.

	Solution A	Solution B
Content is optimized for display on all devices – phone, tablet, laptop		
Users can email content directly from the platform or CRM		
Content can be shared on a micro-site for partners and customers		
Sales reps are alerted if/when a prospect engages with content		

Reporting & Analytics

The reports and analytics you need to measure the effectiveness of your onboarding, training and content and correlate those efforts with sales results.

	Solution A	Solution B
Individual, team and/or division usage (content and training) can be segmented and tracked internally		
Cohort level analytics can be tracked for initiatives (e.g. onboarding, sales kickoff, teams)		
External content usage can be tracked and segmented by sales rep		
User data exports into the CRM for correlation of revenue impact – (e.g., pipeline ramp, sales stage, deals won.)		

Architecture & Security

The security features and policies to ensure your data remains secure and there is no disruption to your business.

	Solution A	Solution B
What are the minimum software/hardware requirements to use the technology (e.g., browser, app, device)		
Can the technology be used globally? Does it support multiple languages?		
What is the vendor's security design?		
How is data integrity managed within the technology?		
Ability to control and/or permission users for access, external sharing/downloading		
Single Sign On is provided		
What service level agreement is included? What is the vendor's maintenance schedule?		

Customer Support

The level of onboarding and support provided so you can get fast time to value and get maximum value of the system every day.

	Solution A	Solution B
Typical time to set up the software for like size engagement? Typical time per month to manage?		
What onboarding and training is included?		

	Solution A	Solution B
Is a dedicated customer success manager included? What support is provided post onboarding to ensure your organization realizes value?		
What is the customer support service level agreement included?		
What online resources are included – training, tutorials, help center?		

Price

Compare total costs including one-time set-up fees, recurring maintenance costs, services and add-ons.

	Solution A	Solution B
Price per user?		
Support and fee structure?		
Any additional fees?		

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Veelo is a sales performance platform that improves the performance of individual sellers. Veelo supports the entire sales rep lifecycle, ensuring maximum output from your team at every stage of the sales journey; from onboarding to ongoing sales enablement and training. Our machine learning algorithm powers recommendations that deliver the most relevant content so sellers don't have to search for it, and Veelo uniquely provides coaching alongside content so sellers stay on message and sell value. Built on brain science, Veelo uses techniques that have been proven to increase knowledge retention and reinforce desired sales behaviors.

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