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Sales Enablement

The Key to Distribution Success

Organizations that have implemented sales enablement tools reported a 21.7% increase in sales productivity.

- CSO Insights

Unlocking Sales Success

In the dynamic and competitive world of distribution, achieving sales success requires more than just a skilled sales team. New sales enablement tools have emerged as a game-changer, empowering sales professionals to drive efficiency, effectiveness, and growth.

What is sales enablement?

It's as simple as it sounds: tools that facilitate (or enable) easier and better sales. These tools give your sales team everything they need to be more efficient and effective salespeople, often helping to boost sales and save time.

Efficiency is the cornerstone of success in distribution sales, yet many distributors struggle with organization and efficiency in their processes. Distribution sales can often be complex and vast, making it especially crucial for sales teams to identify opportunities swiftly and accurately.

Sales enablement provides organization and assistance for teams to let them navigate through the sales landscape with ease.

The following pages will cover the most popular and useful types of sales enablement, including A.I. prioritization, sales automations, KPI tracking, and data insights.

60% of sales reps' time was spent on non-selling activities before implementing sales enablement *(Highspot)*

A.I. Prioritization

Artificial Intelligence is the driving force behind many sales enablement tools, and is perhaps especially useful in providing smart prioritization and tailored recommendations. Some tools offer ways to segment customers and products based on various parameters such as buying behavior, preferences, and demographics.

Products

A.I. algorithms can automatically prioritize products based on historical data, trends, and customer preferences. These algorithms can suggest products that are more likely to sell, as well as generate other targeted product lists useful to sales representatives.
Here are some examples:

Customer-specific product suggestions

A.I. algorithms analyze individual customer behavior and purchase history to offer personalized product recommendations. This enhances the customer's shopping experience and also increases the likelihood of cross-selling and upselling, ultimately boosting revenue.

Popular products

A.I. identifies high-demand products by analyzing sales data and market trends. Sales representatives can leverage these insights to focus on promoting items that are currently trending, helping them stay ahead of market shifts and meet customer demands effectively.

Sale items

A.I. algorithms automatically flag products that are on sale or have special promotions, ensuring that sales representatives are aware of these opportunities and can actively promote them to customers. This helps clear inventory and drive revenue during promotional periods.

Expiring products or closeouts

A.I. can detect products with upcoming expiration dates or those marked for clearance. This information enables sales teams to prioritize the sale of these items, preventing waste and maximizing profitability.

Previously purchased items

A.I. algorithms analyze historical purchase data to recommend products that customers have bought in the past. This feature encourages customer loyalty by simplifying reordering processes and ensuring customers receive products they trust and prefer.

Similar & purchased together products

A.I. algorithms identify similar items and those often bought together by customers. This enables sales reps to suggest complementary products, enhancing the shopping experience and increasing order values. It also helps bundle items for cross-selling, driving higher revenue.

It is easy to imagine how a quickly accessed list like one of these would be a very useful sales tool, and it is indeed one of the most valuable in terms of boosting sales.

Customers

In addition to products, A.I. also has the ability to prioritize and auto-sort customers. Sales professionals juggle numerous customers daily, so this feature can alleviate the burden and ensure that they never miss a customer interaction. This culminates in stronger client relationships and increased sales opportunities for those utilizing this form of sales enablement.

Sales Automations

Sales professionals often find themselves bogged down by administrative tasks like logging notes, referencing data, and sending emails. One form of sales enablement that is invaluable for saving time – and even improving employee satisfaction and retention – is automation.

There are a range of sales-enabling automations out there, including but not limited to:

Email automations

Sales enablement tools streamline email communication by automating routine tasks like sending follow-up emails, managing email templates, and tracking responses. This frees up valuable time for sales professionals to focus on building customer relationships and closing deals.

Follow-up reminders

Automated follow-up reminders ensure that sales reps never miss a critical follow-up opportunity with a lead or customer. This proactive approach helps in nurturing relationships and moving prospects through the sales pipeline efficiently.

Automated lead management

Sales teams can efficiently distribute and manage leads using automation, ensuring that leads are assigned to the right sales representatives based on predefined criteria. This not only saves time but also optimizes lead handling for better conversion rates.

Custom workflows

Customizable workflows automate complex sales processes, guiding sales professionals through each step with predefined actions and notifications. This consistency and structure enhances efficiency and reduces errors in the sales process.

Automatic call logging

Sales enablement tools can automatically log calls, capturing important details like call duration, outcomes, and notes. This eliminates the need for manual data entry, enabling sales professionals to spend more time engaging with customers and prospects.

Sales forecasting

Automate the sales forecasting process by analyzing historical data, market trends, and current sales performance. Enable sales professionals and managers to make informed decisions, allocate resources effectively, and identify growth opportunities without the need for manual data analysis.

These automations aim to save valuable time, enabling sales reps to focus on revenue-generating tasks throughout the sales cycle and customer relationships.

Sales Enablement
Tools we haven't mentioned:

At-Risk Identification:

Preventing losses is just as important as driving gains, so one useful A.I. sales enablement tool is automatic detection of at-risk customers and products. This can especially be said for those with a lot of SKUs, like B2B distributors. By identifying these issues early, sales teams can take proactive measures to prevent potential losses from issues that often go unnoticed until it's too late.

Setting and Tracking Goals and KPIs:

Setting clear goals and having visibility into progress on them is crucial, especially as a distribution business scales. Which is why a sales enablement tool useful to both sales managers and their teams is KPI and goal-tracking. There are tools that allow you to set and track custom goals for individuals and teams, aligning efforts with the organization's objectives.

Opportunity Tracking:

To help manage the sales process as a whole, there are sales enablement tools that allow you to track opportunities. When you can break down the sales process into stages and view details on progress throughout, it is easier to ensure every lead is nurtured and managed effectively throughout the entire sales journey.

Customer and Product Insights:

Data-driven insights are invaluable for growth, which is why report generation is an incredibly useful sales enablement tool. Reports can help distribution sales teams identify trends and areas for improvement, and instant, automatic generation of them makes them all the more useable. This tool is intended to offer any team or decision maker the ability to quickly understand how customers are performing and how products are selling, so that they can make all their choices based on real data.

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DISTRIBUTION SALES ENABLEMENT

Are you ready to introduce sales enablement into your distribution process?

In the ever-evolving distribution industry, it's more important than ever to elevate your sales operations, foster customer relationships, and achieve sustainable growth. Sales enablement isn't just a choice; it's the key to distribution success in today's competitive market.

Request a demo

About SupplyMover

SupplyMover offers a powerful and scalable suite of sales enablement tools to distributors, giving sales teams, administrators, compliance officers, and executive leaders everything they need to eliminate waste and maximize profits. In addition to a robust CRM system, SupplyMover offers streamlined customer onboarding processes, automated lead distribution, A.I.-powered suggested selling options, a mobile-friendly e-commerce system, comprehensive and easy-to-generate KPI reports, and more.

To learn more about SupplyMover, visit **SupplyMover.com**

Sales automation

Order Summary
Subtotal
$
Price adjustments
$
Order total
$
View Cart Checkout

Customer Relationship Management

Inventory
Product Tracker   Product Na
Current Price   Data Type
$ Analytics Details

Inventory Type 1   Inventory Type 2   Inventory Type 3
$ $ $
Details   Details   Details

Performance reporting

Your Inventory

Product	Status
0 Product 1	Out of Stock
0 Tech Supplies	Out of Stock
37 Product 2	Low Stock