Sales enablement maturity model

Different organizations will be at different levels of their sales enablement journey. If you’re at a company that’s had an established sales enablement team for some time, odds are, you’re at a pretty mature stage. If you’re at a startup though, or a business that’s new to the sales enablement concept, you’re probably going to be starting out at the bottom of that maturity ladder.

In this template, we’ll take a look at the 5 core stages of the maturity model in a bid to help you pinpoint where you are right now, as well as what needs to be in place to mature even more.

| **Stage 1:**  **Ad hoc** | **Stage 2:**  **Undefined** | **Stage 3:**  **Progressive** | **Stage 4:**  **Mature** | **Stage 5:**  **Optimization** |
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| The organization as a whole is pretty unaware of the sales enablement process. | *Some* people within your organization focus on sales enablement. | The importance and value of sales enablement is acknowledged by specialist, in-house initiatives. | Sales enablement has a distinct role and is a recognized element within the organization’s sales process. | Sales enablement is considered standard practice. Team members are encouraged to trial enhancements that have been made to the process. |
| There aren’t any processes in place to support sales enablement. | Although a CRM system is in place, this is rarely used within your organization. | Sales representatives use CRM systems. | Teams throughout the company communicate using a shared language and collaborate whenever necessary. | The KPIs set by the company parallels the outcome of customer lifetime value. |
| There are no set processes in place to support the sales and buying function. | While core metrics have been outlined, they aren’t meticulously tracked. | Metrics are used to link the performance of sales teams and business goals. | Teams acknowledge the value of metrics, apply these within their practice, and share learnings with colleagues. | There isn’t a blanket approach applied to the customer journey. Rather, an onus is placed on providing a bespoke, tailored experience. |
| While metrics are used, this is only on an individual basis and isn’t applied on a wider scale. | The sales objectives in place don’t correlate with set targets within your business. | Customized, targeted messaging campaigns are used to communicate with audiences. | A clear-cut training strategy has been established within the company and has been designed to introduce soft-skills within the team. | The sales enablement process correlates with the strategic aims and objectives that have been outlined at the company. |
| Collateral designed to support sales isn’t shared or effectively communicated out. | Sales collateral and information around competitors are shared with salespeople via email. |  |  |  |
| Lack of cohesion between campaigns and ad hoc activities. | Sales enablement sessions are provided for staff members. |  |  |  |
| Automation platforms aren’t used to liaise with customers or automate processes. |  |  |  |  |
| Sales training sessions aren’t in place. |  |  |  |  |