



Find Out

What **Good** Looks Like

to Increase Your Sales Productivity

# What **Good** Enablement Really Looks Like

Imagine two worlds, one full of uncertainty, and another leading you to sales productivity.

When sales productivity is paramount, your enablement team can struggle to maintain control and visibility over their programs. Clarity comes when you can do more with less.

This video gives you a glimpse of both realities and why choosing the right sales enablement platform makes the difference between victory and despair.



WATCH VIDEO



We have data to support what's working and what's not. Now, we can have constructive conversations about how we move forward given what we're seeing with the data and the results, and how we can work together to better create content. It's not a one-way stream anymore—it is a back-and-forth conversation.

**Inga Andreayeva**

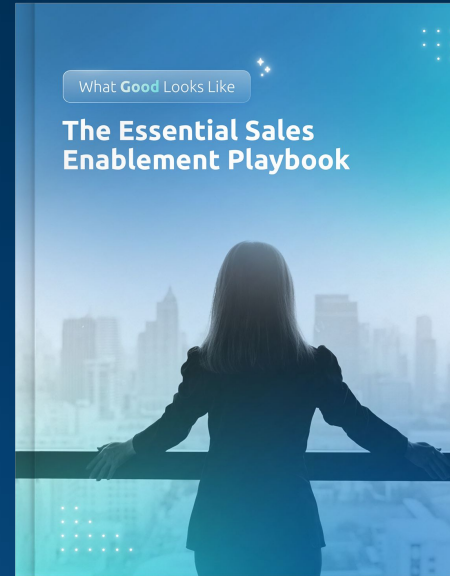
**appfolio** Property  
Manager

# What **Good** Looks Like: The Essential Sales Enablement Playbook

Looking for a modern playbook that outlines what good sales enablement really looks like?

Most businesses are running enablement programs, but lack control and visibility, limiting impact and wasting resources.

Learn how to gain control and implement Strategic Enablement that drives sales productivity. This is no normal ebook, this is an inspirational and tactical how-to manual for world-class enablement.



[READ MORE](#)



One of the things we found is people who are leaving the onboarding program with the Training and Coaching software under their belt are producing—they are actually achieving. Of our top five salespersons, three of them were from my onboarding program, which is a huge win.

**Alex Villalpando**



# How to Improve Sales Productivity and Close More Deals

Boardrooms everywhere are buzzing with talk of sales productivity, including discussions on how marketing can step up as a sales ally.

In his new blog series, Highspot CMO Jon Perera shines a light on how marketing can drive sales productivity, giving marketing executives advice they can actually implement—pulled from his 25+ years of experience, including multiple recessions.



[READ MORE](#)

# Win-Win Podcast: Driving Sales Productivity with What Good Looks Like

## More of a listener?

Take Highspot CMO Jon Perera on the go with you as he and host Shawna Sumaoang discuss how together Marketing and Enablement can **equip, train, and coach** sellers to be what good looks like in every buyer conversation.



[LISTEN NOW](#)



“

Being able to tie back pitch activity, training completion, or content utilization to closed revenue or activity in Salesforce is really huge.

Jesse Potter  
**DocuSign**





What **Good** Looks Like

**#WhatGoodLooksLike**

[www.highspot.com](http://www.highspot.com)