Accelerating Sales Success Through Effective Enablement Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #SAL3805_38282

Course Introduction / Overview:

In the complex and ever-changing business world, a well-equipped sales team is the key to sustained growth. Sales enablement is the strategic process of giving sales professionals the tools, content, and knowledge they need to sell more effectively. This comprehensive training course, presented by BIG BEN Training Center, moves beyond basic sales training to focus on building a robust enablement framework that drives tangible results. We'll delve into the foundational principles of business strategy and organizational effectiveness, with insights from thought leaders like Dr. Geoffrey Moore, whose work in Crossing the Chasm provides a roadmap for bringing products to market. The program will cover every aspect of sales enablement, from content management and creation to sales training and coaching. Participants will learn how to align marketing and sales teams, implement sales technology platforms, and use data analytics to measure success. This course is for anyone who wants to turn their sales team into a high-performing engine that is ready for any challenge. By focusing on sales onboarding, continuous learning, and strategic planning, you will build a scalable and efficient sales organization.

Target Audience / This training course is suitable for:

- Sales enablement managers.
- Sales leaders and directors.
- Marketing and product marketing managers.
- Sales operations specialists.
- Learning and development professionals.
- Corporate trainers.
- Anyone responsible for equipping a sales team.

Target Sectors and Industries:

- Technology and software.
- Financial services and banking.
- Healthcare and pharmaceuticals.
- Manufacturing and industrial.
- Professional services and consulting.
- Government agencies and equivalents.
- Telecommunications and media.
- E-commerce and retail.

Target Organizations Departments:

- Sales enablement.
- Sales operations.
- Marketing.
- Human resources.
- Learning and development.
- Corporate strategy.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement a comprehensive sales enablement strategy.
- Create and manage a library of effective sales content.
- Develop and deliver impactful sales training programs.
- Select and deploy the right sales technology tools.
- Use data analytics to measure the effectiveness of enablement efforts.
- Align sales and marketing teams for a seamless customer journey.
- Establish a scalable sales coaching program.
- Build a framework for sales onboarding and continuous learning.

Course Methodology:

This course uses a highly practical and strategic methodology. Participants will work through case studies of companies that have successfully implemented sales enablement programs, analyzing what worked and why. The program includes workshops where participants will learn to create a content management framework and develop a sales training curriculum. The trainers at BIG BEN Training Center will guide participants through the process of selecting and implementing sales technology, from CRM to automation tools. We'll also use interactive sessions to practice sales coaching and feedback techniques. This approach is designed to turn the abstract concept of enablement into a tangible, actionable plan that delivers measurable results. By the end of the course, participants will have a clear blueprint for building a sales organization that is not only equipped for today's challenges but is also prepared for future growth.

Course Agenda (Course Units):

Unit One: Foundations of Sales Enablement Strategy

- Defining sales enablement and its strategic importance.
- The business case for sales enablement.
- Aligning sales and marketing for a unified customer journey.
- Identifying the core needs of a sales team.
- Building a framework for sales enablement strategy.
- The role of technology, content, and training.
- Establishing key metrics for success.

Unit Two: Sales Content and Asset Management

- Developing a sales content strategy.
- Creating content for each stage of the sales funnel.
- Building a scalable content management system.
- The power of visual assets, case studies, and testimonials.
- Using data to determine which content is most effective.
- Distributing content to the right salespeople at the right time.
- Best practices for sales messaging.

Unit Three: Effective Sales Training and Coaching

- Designing an impactful sales training program.
- Creating a robust sales onboarding experience.
- Developing a continuous learning culture.
- The art and science of sales coaching.
- Using role-playing and simulations to build skills.
- The role of managers in reinforcing training.
- Measuring the ROI of sales training.

Unit Four: Leveraging Sales Technology

- Choosing and implementing the right sales technology stack.
- CRM system integration and optimization.
- Automating repetitive tasks to save time.
- Using sales engagement and intelligence tools.
- Leveraging AI and machine learning in the sales process.
- Training sales teams to effectively use new technology.
- The role of technology in measuring sales productivity.

Unit Five: Measuring Impact and Driving Growth

- Developing a data analytics strategy for sales enablement.
- Using dashboards to track key performance indicators.
- Measuring the impact of content, training, and technology.
- Reporting results to leadership and stakeholders.
- Iterate and improve your enablement program.
- Building a scalable framework for future growth.
- The long-term value of a strong sales enablement function.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a company ensure that its sales enablement initiatives truly empower its sales team, rather than simply adding more tools and content that create complexity and overwhelm?

What unique qualities does this course offer compared to other courses?

This training course stands out because it treats sales enablement as a strategic function, not just a supportive one. While many sales programs focus on individual skills, this one is designed to build a complete organizational system for success. It gives participants a comprehensive, from-the-ground-up blueprint for creating an enablement program that is aligned with business goals and delivers measurable results. The course's emphasis on strategic planning, technology integration, and data analytics sets it apart, providing a holistic view that is essential for modern sales leaders. By focusing on the "how" and the "why" behind enablement, participants will learn how to drive sales productivity, reduce ramp time for new hires, and ultimately, build a high-performing sales organization that can adapt and thrive in any market.