

**Gartner**<sup>®</sup>

# **Sales Enablement Framework**

**The critical elements of a world-class  
sales enablement organization**



# Introduction

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The Gartner Sales Enablement Framework provides an overview of the elements needed to create and manage a successful sales enablement function. This note highlights the sales enablement attributes and the categories of the framework.

Sales enablement has rapidly evolved into a strategic, go-to-market function. What was once the responsibility of product marketing, sales operations, or of a single sales trainer, sales enablement is now supported by dedicated teams funded within the sales organization.

The transition in sales enablement has been fueled by the realization that to achieve predictable revenue, occasional training is not enough. Instead, the modern sales enablement movement is driving innovation that can provide programs that are always-on, fully transparent, data-driven, and optimizable in real time.

The following list of attributes has been identified in world-class sales enablement functions:

- **Aligned to revenue objectives:** It is critical for sales enablement teams to focus on the big picture and that's revenue. Every aspect of enablement strategy must be reviewed based on how it supports or drives revenue.
- **Design-driven:** In a design-driven organization, every step of a process is considered in a larger context and how it relates to the holistic experience of buyers and sellers. For example, a design-driven enablement function should tightly map to the seller's journey.
- **Value-centric:** Sales enablement functions provide two different levels of value in the sales process. The first focuses on providing value to the seller through a variety of training, coaching, and knowledge. The second level of value is presented to the buyer through content and messaging made available by the seller.
- **Technology-powered:** The modern sales enablement organization runs on technology. The expansion of the function and its importance to sellers has been supported by a variety of technology sub-categories: conversation intelligence, sales content management, sales readiness, real-time knowledge, and digital adoption platform.

# Framework

The Gartner Sales Enablement Framework (see Figure 1) captures the key strategic components of modern sales enablement functions. The framework has 10 key categories:

- 1. Planning:** Define and agree on the enablement strategy
- 2. Organizational Design:** Establish the organizational infrastructure
- 3. Process Design:** Design the end-to-end enablement process
- 4. Playbook:** Document the sales plays needed for the entire sales process
- 5. Technology Stack:** Build a technology stack to drive scale, automation, and efficiency
- 6. Messaging:** Provide messaging across all aspects of the sales process
- 7. Training:** Create onboarding and coaching to drive seller effectiveness
- 8. Content:** Provide the content required for all aspects of the sales process
- 9. Change Communications:** Establish a cadence for the organization to inform stakeholders of important updates and collect feedback
- 10. Measurement:** Build a reporting process to measure, manage, and optimize results

## Sales Enablement Framework (Figure 1)

Strategy	People	Process	Technology	
<b>1. Planning</b>	<b>2. Organizational Design</b>	<b>3. Process Design</b>	<b>4. Playbook</b>	
<p>Define and agree on the enablement strategy</p> <ul style="list-style-type: none"> <li>• Charter</li> <li>• Enablement strategy</li> <li>• Planning cycle</li> <li>• Internal stakeholder alignment</li> </ul>	<p>Establish the organizational infrastructure</p> <ul style="list-style-type: none"> <li>• Function-specific support</li> <li>• Content specialization</li> <li>• Operations</li> <li>• Hiring profile and plan</li> </ul>	<p>Design the end-to-end enablement process</p> <ul style="list-style-type: none"> <li>• Seller's journey design</li> <li>• Program design</li> <li>• Program and content mapping</li> <li>• Enablement event calendar</li> <li>• Feedback loops</li> </ul>	<p>Document the sales plays needed for the entire sales process</p> <ul style="list-style-type: none"> <li>• Sales methodology</li> <li>• Play design <ul style="list-style-type: none"> <li>– Prospecting</li> <li>– Sales</li> <li>– Customer success</li> <li>– Expansion</li> <li>– Partner</li> </ul> </li> </ul>	
			<b>5. Technology Stack</b>	
			<p>Build a technology stack to drive scale, automation, and efficiency</p> <ul style="list-style-type: none"> <li>• Enablement stack design <ul style="list-style-type: none"> <li>– Conversation intelligence</li> <li>– Sales content management</li> <li>– Sales readiness</li> <li>– Real-time knowledge</li> <li>– Digital adoption platform</li> </ul> </li> </ul>	
Tactics				Metrics
<b>6. Messaging</b>	<b>7. Training</b>	<b>8. Content</b>	<b>9. Change Communications</b>	<b>10. Measurement</b>
<p>Provide messaging across all aspects of the sales process</p> <ul style="list-style-type: none"> <li>• Market insight</li> <li>• Buyer messaging</li> <li>• Solution messaging</li> <li>• Product messaging</li> <li>• Competitive messaging</li> <li>• Use case stories</li> <li>• Objection handling</li> </ul>	<p>Create onboarding and coaching to drive seller effectiveness</p> <ul style="list-style-type: none"> <li>• Learning design</li> <li>• Onboarding</li> <li>• Coaching</li> <li>• Skills and competencies</li> <li>• Scorecards and certifications</li> </ul>	<p>Provide the content required for all aspects of the sales process</p> <ul style="list-style-type: none"> <li>• Content development process</li> <li>• Content repository</li> <li>• Buyer content</li> <li>• Internal content</li> <li>• Content optimization</li> </ul>	<p>Establish a cadence for the organization to inform stakeholders of important updates and collect feedback</p> <ul style="list-style-type: none"> <li>• Stakeholder collaboration</li> <li>• Communication cadence</li> <li>• Communication channels</li> <li>• Cross-functional management</li> </ul>	<p>Build a reporting process to measure, manage, and optimize results</p> <ul style="list-style-type: none"> <li>• Enablement dashboard</li> <li>• Program analysis</li> <li>• Effectiveness analysis</li> <li>• Cohort analysis</li> </ul>

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## About this research

The insights in this document were originally produced by TOPO, now Gartner. Gartner and TOPO together creates the leading research and advisory company equipping sales and marketing executives to advance strategic initiatives with impactful insights, data tools and one-on-one guidance so that they achieve repeatable, scalable revenue growth.

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