

# Enablement Process Map

Build High Performing Team by Aligning People, Processes, and Priorities



LESS MATURE

GO-TO-MARKET

LEARNING

COMMUNICATIONS

CUSTOMER  
ENGAGEMENT

ACHIEVEMENTS

Metrics & KPIs

Pitch & Product

Team Huddles

Prospecting

Attainment

Motions

Skills Training

Content Library

Value Selling

Win Stories

Activities

Assessments

Playbooks

Call Execution

Compensation

Sales Planning

Social Learning

Broadcasts

References

Incentives

Budgets & ROI

Coaching

Calendar

Proposals

Kickoffs

Plans by Role

Onboarding

Crowdsourcing

Negotiations

Certifications

MORE MATURE