



CREATING A DYNAMIC SALES ENABLEMENT TOOL KIT

FOR BUILDING MATERIALS MANUFACTURERS



SALES ENABLEMENT
TOOL KIT



WIN MORE BUSINESS

A strong and consistent sales enablement effort offers many benefits to a building materials brand:

- Ensures message consistency from marketing through the selling process at both the rep and client level.
- Identifies gaps in the selling process in terms of tools and the identification of compelling messages and brand differentiators.
- Brings the marketing and sales efforts closer together with consistent, meaningful messaging and activities throughout the sales funnel.
- Meets a higher level of customer expectations, demonstrates clear differentiation from competition, and wins and retains more business.

At BLD Marketing, we deploy a strategic approach to providing sales enablement tools and processes for our clients' building materials brands.



1. PROCESS MAPPING AGAINST A SALES JOURNEY

The first step is to conduct a workshop with the sales team to map out their sales process as if it were a sales rep/customer journey with discovery and analysis for each step of the journey. BLD has identified nine steps, beginning with Prospecting and ending with Creating Loyalty.

Depending upon the size of the sales force, this exercise could include only sales managers and/or top performers. Your brand could also consider hosting multiple workshops using a variety of organizational approaches that make the most sense for your business – product category, region, large versus small accounts, etc.

Audience Assessment Mapping

Target: Xxx	Profile:
Objective:	Xxx
Current Customer Behavior:	Desired Customer Behavior:
Xxx	Xxx
Current Attitude Toward the Brand:	Xxx
Barriers Impacting this Customer:	Xxx
Critical Activities to Win:	Xxx
How This Audience Would Describe your Brand:	Xxx

Sales Process

Target Audience: Xxx

USE:
For Mapping out the sales qualification and overall process to close

THE SALES STAGE	PROSPECTING	DISCOVERY	INITIAL MEETING	DATA GATHERING	DEVELOP PROPOSED SOLUTION	PRESENT SOLUTION	CLOSE	DELIVER	CREATE LOYALTY
BRAND'S GOAL	FINDING LEADS IDENTIFYING OPPORTUNITIES	MAKE INITIAL CONTACT INITIAL QUALIFICATION SCHEDULE MEETING	PRESENT THE BRAND QUALIFY THE PROSPECT ESTABLISH SUPPORT GAIN INITIAL TRUST	IDENTIFY THE OPPORTUNITY PROBLEM ASSESS NEEDS	ANSWER THE CHALLENGE PROVIDE THE PROOF DEMONSTRATE VALUE & DIFFERENTIATION	MAKE IT COMPELLING RESPOND TO OBJECTIONS REMOVE ANY DOUBT ELIMINATE OPTIONS	ASK FOR THE BUSINESS	ONBOARD SEAMLESSLY IMPLEMENT FLAWLESSLY	MANAGE THE RELATIONSHIP EXPLORE ADDITIONAL NEEDS ASK FOR REFERRALS / TESTIMONIALS REWARD LOYALTY
WHAT ARE IS THE PROSPECT THINKING, DOING, FEELING?	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx
SALES PERSON'S ACTIVITY	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx	Xxx

Values:

- Having freedom of action and thought and being authentic, honest and true to oneself.
- Building personal relationships, having integrity and making the effort to assist others.
- Willing to take charge to get things done, while working hard and giving the best effort.
- Having fun and enjoying life with the curiosity to explore and continue to learn throughout life.
- Self-reliant and geared toward achievement of personal goals.

Source: NPD, DoubleData 2020, Target Architecture and Engineering Occupations, MHV Targeted Media

Leisure Activities (new):

Interest %	Highly Interested
Being Out	81%
Reading	42%
Go to Beach	41%
Reading Books	40%
Information at Home	30%
Mobile Learning	17%
Highly Interested	33%
"Fly is Drive"	30%
Fantasy Sports	26%
Rock Concerts	20%
Video Game	20%
Go to Museums	17%

Streaming Habits:

NETFLIX	77%	YouTube	67%	amazon	56%	Disney	37%	hulu	35%
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Social Media:

YouTube	74%	Facebook	68%	LinkedIn	40%	Instagram	36%	Twitter	24%
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2. TARGET AUDIENCE ASSESSMENT

Another workshop to consider with the sales team is a deep dive into the primary target audiences. Use the sales team's intimate knowledge of their customers to develop audience profiles and deeper insights.

The workshop would explore the sales team's perspective around the target customer's current and desired behavior, current and desired attitudes about the brand, a needs assessment, barriers toward the sale and adoption of the brand, and agreeing on what success looks like with a new customer. BLD Marketing regularly moderates such workshops with a wide variety of brands.

They work even better when cross-functional practitioners participate – marketing, product management, customer service, and the C-Suite. This is to ensure we capture a wide array of perspectives and insights.





3. 1:1 CUSTOMER INTERVIEWS

It is not enough to solely gain an internal perspective when developing effective sales enablement tools. It is also important to hear from the customer firsthand. At BLD, we recommend a qualitative approach by reaching out to three to five customers for each primary target audience (i.e., architects, builders, general contractors, etc.) with a 30-minute, 1:1 interview.

The sessions include a discussion guide that walks through the sales process from the client's perspective, exploring their expectations, needs, barriers, perceptions, and attitudes at each stage. Often, the insights gained with this effort uncover gaps and areas of dissatisfaction as much as the positive experiences. This is critical insight for every sales leader.

4. ASSESS CURRENT TOOLS, GAPS, NEEDS, AND OPPORTUNITIES FOR MARKETING TOOLS AND SUPPORT

The discovery – both internal and external with customers – will undoubtedly unveil gaps for where the brand and the sales process are not meeting expectations or are failing to clearly communicate points of differentiation. These gaps are also opportunities for the brand to develop tools, programs, warranties, rep coverage, service levels, and more.

It is important to analyze every stage of the sales process discovery and to brainstorm how to make that specific stage better. The ultimate goal is to craft approaches that surprise and delight the customer. Analyze and assess current sales tools for their effectiveness, consistency, and value.

5. MAP OUT THE SALES ENABLEMENT TOOL KIT MIX

Based on the learnings, finalize what the tool kit will include. At BLD Marketing, we believe the sales enablement offerings are part of a vibrant digital marketing ecosystem where all the components of the tool kit are connected digitally to help tell a more compelling story. Here are some common elements:

- **Sales presentation** that tells a strong, consistent brand story.
- **Continuing Education Unit (CEU)** for the architectural community to demonstrate credibility.
- **Leave behind or sample kit** given to the prospect with calls to action to visit the brand's website or a dedicated landing page to continue the story.
- **Website fortification** through content and structure enhancements to ensure the prospect receives a focused, rewarding experience.
- **Landing page** dedicated to a specific segment or offering that continues the story in a compelling manner.



- **Downloadable content assets** like comparative studies, sales sheets, and exclusive industry information on the website or landing page to further educate and build belief in the brand.
- **CRM profile** – Set a criteria for the sales person to add every new prospect as a requirement. Keep it short to capture initial information to begin eMarketing efforts. The data should grow deeper and more informed as the sales opportunity unfolds.
- **eMarketing** – Use the CRM to activate targeted emails to the prospect to receive continual communications about the brand. Create automated email series – specifically targeted with segmented prospect lists – to learn more about the products that interest them. Create email templates with consistent branding for the sales team to communicate individually.
- **Social media** – Create consistent messaging to support the sales enablement efforts in social media. Require your sales team to open and maintain a social media presence on key social channels. Encourage them to build their networks and amplify the brand message by sharing brand-sponsored content as well as their own.



6. COHESIVE BRAND MESSAGING AND DESIGN

Embarking on a journey to create a dynamic suite of sales enablement tools should also compel you to ensure both your core messaging and branding are in order. So often, building products marketers create marketing and sales materials in a vacuum without ensuring they flow from your core identity. This often occurs when newer tools are launched while existing tools remain. Consequently, the new tools lack both brand and message cohesion.

At BLD Marketing, we take a few steps to ensure the brand messaging is consistent and cohesive:

- **Brand Positioning** – Either defining or refining the brand position to ensure it offers a clear point of differentiation that can be infused throughout the brand’s sales enablement assets in a meaningful, relevant manner.
- **Brand Attributes** – Either defining or refining a set of core brand attributes. If done right, these become guideposts for both brand and product content while creating consistency throughout the brand’s product offerings.
- **Message Hierarchy** – Defining a consistent order for how to communicate the brand’s value propositions, brand promises, benefits, and value in a unique way to each of the brand’s target audiences.
- **Proof Points** – Identifying and deploying the most convincing, differentiating aspects of the brand specifically for each product or service offering. Once set, this approach is utilized for all the sales enablement components to ensure consistency and accuracy.



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- Solid, Center-line, and full-line profiles.
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- Enhanced locking system for stronger panel-to-panel engagement.
- Unique design for superior ventilation and insect resistance.
- Limited Lifetime Warranty.

Aluminum Soffit

Profile	Stock #	Description	Packaging	Carton Weight
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	T-4FV	TRIPLE-4 Vertical Soffit Panel 12" / 0026	12' Lengths 28 panels 282 lbs/carton	90 lbs
	T-4CV	TRIPLE-4 Center-Vent Soffit Panel 12" / 0026	12' Lengths 28 panels 282 lbs/carton	90 lbs

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7. THE EXECUTION PLAN: PRIORITIES, BUDGET, AND TIMING

The best ideas and intentions can fall short once it is time to implement them. Avoid this by setting priorities for components of the sales enablement tool kit. Finish what needs to be completed first, then move to the next asset as you work to fulfill the entire suite of tools. It is often advantageous to tackle the largest, more holistic components first. This allows for the complete brand story to be told, and then other tools can cascade from this effort. Therefore, creating the overall sales presentation is typically a good place to start.

Timing is based on a variety of factors, but in a perfect world, the foundational materials are created first and will need more time to develop in a first run. Expect more back and forth with the stakeholders approving this content, and time it to be in a position to succeed. Thereafter, the timelines become shortened as content is more frequently repurposed from previously approved components.

Budgeting for these sales enablement elements works in a similar manner. Upfront tool implementation requires a larger commitment because the development of the larger story and the more comprehensive sales tools (like a presentation or product brochure) require a heavier lift. Thereafter, the subsequent elements of the tool kit are often proportionately smaller.

From both a timing and budgeting perspective, a phased approach is preferred. It sets proper expectations and allows for continued development of new tools and messaging to keep the sales process fresh.





8. MEASUREMENT CRITERIA

Where possible, it is a best practice to determine a robust measurement criteria in advance of producing the toolkit materials. Performance tracking in the form of unique tracking codes, QR codes, and custom URLs on each item is a best practice today. Effective KPIs include tracking criteria for:

- Number of sales presentations made
- Brochure leave-behinds delivered
- Website traffic from the specific tool kit component source
- Landing page traffic
- Downloads
- Prospect's digital journey via the CRM
- Email open and click-throughs
- Social media engagement

9. SALES TEAM FEEDBACK

As the tools are nearing completion, share them with the sales team for feedback. Ensure sales leadership buys into the tools before they are finalized. At the same time, giving the overall sales team an opportunity to weigh in can save time in the long run, especially since they will be working with the materials on a regular basis. A best practice is to let the sales leader share it with their team, compile the feedback, and deliver it to marketing. This also allows the sales leader to use discretion on what feedback is most useful.

10. LAUNCHING THE PROGRAM

Merchandising the effort to the sales team and company leadership is also important. Develop an internal communications program that rolls out the effort, underscoring its intent, putting it into the appropriate context, and demonstrating how it correlates closely with the company's brand essence. This signals to everyone that a shift has occurred and that the sales team now has a series of carefully crafted, strategic tools at their disposal, all aimed at driving business results. It also provides the brand with an opportunity to ensure the sales team understands the brand positioning, attributes, and key selling points that need to be communicated both formally and informally. Other training may include guides for sharing social media, CRM adoption, and tracking the digital activity of prospects via the CRM tool.

11. MONITORING ADOPTION AND GETTING FEEDBACK

The sales enablement journey is ongoing. Check in with the sales team to monitor how the tool box is performing. Be ready to adjust and perhaps develop new tools or refine existing ones based on feedback. It is important to structure a process that ensures tool adoption (through reporting), drives CRM adoption, tracks tool engagement with customers via the primary KPIs, and gains a regular stream of feedback from the field.

A quarterly or semi-annual reporting and assessment by marketing and sales will ensure the process stays fresh and fluid.

BLD is a results-based, data-driven, full-service strategic marketing firm exclusively serving the commercial and residential building materials category. Our fully integrated services help clients build and optimize a vibrant digital marketing ecosystem to ignite fast and attributable growth.



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