

Program Overview 2014

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate the impact that technology change will have on your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Increase your effectiveness.** Exclusive content equips you to improve your programs and results.

The Sales Enablement Council is an exclusive peer advisory group that provides sales enablement leaders in B2B and B2C organizations with the strategic and programmatic insights needed to increase success in sales training, sales onboarding, and sales effectiveness.

Top Member Challenges

Members' challenges drive the Sales Enablement Council agenda throughout the year. Common challenges include:

Producing more effective sales kickoffs

- › How do we justify the expense of our sales kickoff?
- › How do we handle conflicting objectives and themes?
- › Are there sample structures and agendas that will help me set the right objectives for a kickoff?

Creating sales training programs with an impact

- › How do I get executive support and adequate resources to meet my organization's key customer experience objectives?
- › What content should be in a face-to-face format and what could be self-service?
- › How do I partner with other groups to make sure we have the right content?
- › How do we rapidly train all the different kinds of salespeople we have?
- › Whose job is it to assess what we train on?

Understanding the landscape of selling models and methods

- › What are the common or recommended selling methods, and what makes them successful?
- › Measurement and communication of your program's impact/value
- › What is the right way to measure our programs? How do we share our program's impact?

HOW THE SALES ENABLEMENT COUNCIL CAN HELP

The Sales Enablement Council program overview is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

- › **Facilitated problem-solving with your peers.** As a Sales Enablement Council member, you are part of a trusted global community of sales enablement leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one member exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, including case studies, content shared from members, and republished concepts from our sales enablement analysts. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the Sales Enablement Council works with a dedicated advisor who will partner with you to create a plan to address your key objectives and challenges and to ensure that you most effectively utilize your Sales Enablement Council resources.

SAMPLE EVENTS CALENDAR 2014

All topics listed below will be virtual events unless indicated as an "In-Person" event.

Q1

January	February	March
22 New Year's Resolutions	2 Getting The Most Out Of The Sales Enablement Forum	3-4 In-Person: Sales Enablement Forum, Scottsdale, Ariz.
		5 In-Person: Member Meeting, 2014 Kickoff - <i>Enablement In The Age Of The Customer</i>
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
22 Technology Framework: The starting point for creating a vendor landscape	22 Overview of Messenger Skills: What does the 21 st century seller look like?	11-12 In-Person: Member Meeting, San Francisco
		25 Getting from buy-in to action with your key stakeholders
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
23 Mobility and social selling: where's the impact?	27 Engaging before the RFP: defining sales messaging requirements	10 Sales Coaching Approaches
		18-19 In-Person: Member Meeting, NYC
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October		November		December	
22	In-Person: Regional Meeting, London	19	Sales Enablement: A Function or a Discipline?	11	Dealing with the “G” word: Governance and your charter
29	Organizing Sales Content: Technology options and “gotchas”				
Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls	

*Subject to change prior to distribution of final event invite.