

# Developing a Tech Stack that Optimizes Sales Enablement

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# Build The Right Stack

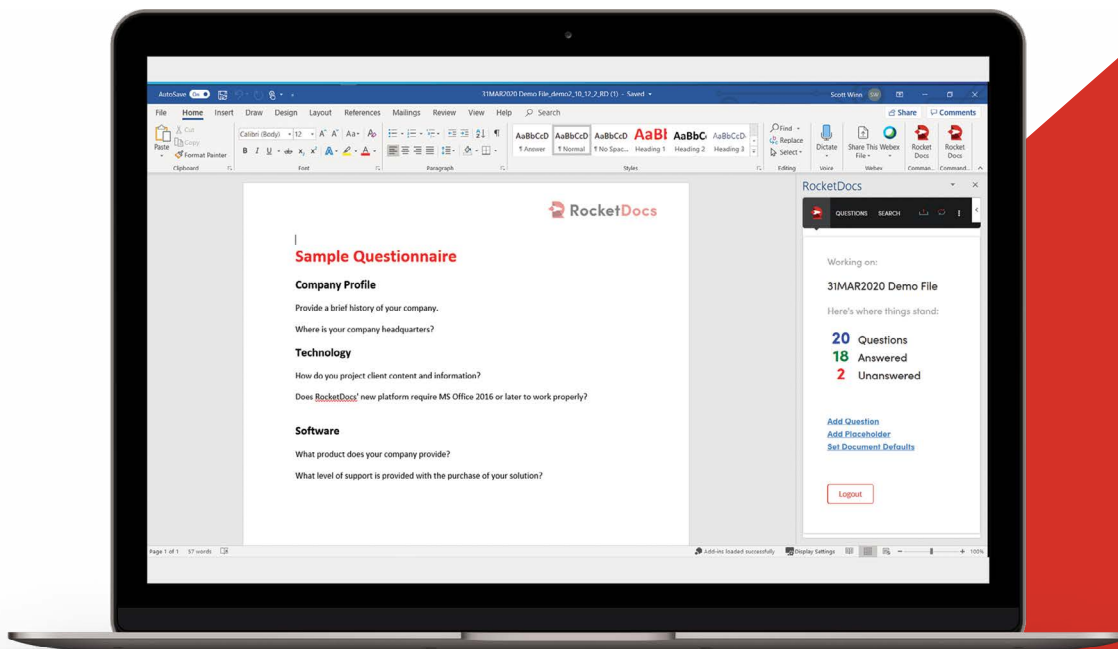
Building a marketing technology stack to achieve your marketing and sales goals can be overwhelming. The extreme proliferation of marketing technologies makes it challenging to sift through and identify the appropriate solutions that will best enable your marketing execution strategy. With robust tracking and powerful data analytics, marketing technologies play a vital role in virtually all aspects of the marketing and sales cycle – if used skillfully.



It's important to be meticulous and tactful when acquiring new technologies, concentrating on marketing efficiency, sales productivity, and risk mitigation. Avoid being tempted by flashy technological bells and whistles that won't add value to your company's marketing efforts or bottom line.

**So how do you begin building a tech stack that will optimize sales enablement? Let's break down the process by:**

- 1 Reflecting on your current state to identify technology gaps
- 2 Focusing your business goals to strategically align technology, process and operations
- 3 Evaluating solutions that will streamline the sales process and improve engagement with prospects and customers



## **STEP 1 REFLECT ON YOUR CURRENT STATE**

Every company is unique and marketing strategies vary greatly. Most commonly, marketing technologies are utilized to facilitate:

- Customer Relationship Management
- Marketing Automation
- Sales Enablement
- Content/Digital Asset Management
- Marketing Resource Management

Start by creating two diagrams. First, chart your existing technologies and then map out your current sales enablement process, overlaying your forward-looking objectives. This step will not only help you visualize the synergies between the current process and technologies, but it will also help you identify gaps that need attention — now and in the future.

**Do you have a content management solution gap? Contact RocketDocs to learn about Baseline Discovery and how we can assist with your content management needs — building a foundation for marketing efficiency, sales productivity, and risk mitigation.**

## **STEP 2 FOCUS ON GOALS AND STRATEGIC ALIGNMENT**

Using the map created in Step 1, define your sales enablement plan and prioritize your marketing goals — don't fall into the trap of letting the software dictate your goals.

Simultaneously, start scrutinizing your process to uncover repeatable steps that add little value. In other words, where could your team use the most optimization and where is productivity the worst? What is taking up most of your time? Where are your pain points? You may find that many steps can be streamlined or eliminated to increase efficiency and effectiveness.

With your goals and productivity in mind, start identifying technology vendors that will align strategically and provide immediate impact. Most importantly, don't try to do too much, too fast. Keep it simple, prioritize, and pick only one or two solutions to start.

**Are bid proposals an integral part of your company's new business pursuits? Contact RocketDocs to learn about RapidDocs, and our proposal automation and sales enablement capabilities.**

### STEP 3 EVALUATE SOLUTIONS

Strategy, customer engagement, and efficiency are all important to marketing and sales execution, but the ultimate goal is to boost marketing ROI, revenue, competitive advantage, and customer satisfaction.

**Here is a list of questions our experts considered when designing RocketDocs 2.0, which we believe to be important when determining which solution is best for you:**

	ROCKETDOCS 2.0
Does it improve your ease of use, both in utilization and adoption?	✓
Does it integrate with Microsoft Office?	✓
Does it integrate with a CRM?	✓
Does it integrate with other third-party solutions?	✓
Is it customizable?	✓
Is it secure?	✓
Is it easy to implement?	✓
Does it have mobile and/or cloud connectivity?	✓
Does it offer real-time tracking?	✓
Is it an affordable solution with big impact?	✓

Be cognizant of synergies – and also feature redundancies that may overcomplicate your marketing and sales enablement process. Your stack may include both multi-function platforms and specific point solutions. The advantage of multi-function platforms is that they may be more cost effective, offering multiple point solutions and simplifying the number of vendors you manage. From there, you may choose specialized point solutions that easily plug in, and bridge gaps in your marketing tech stack.

Once you narrow down your top picks, work with stakeholders to start constructing a cost-benefit analysis that will help you objectively weigh the benefits, such as cost/time savings, enhanced productivity, and increased customer conversions, against the negatives, such as financial investment, implementation resources, and time to be fully operational.

**RocketDocs is a straight-forward, multi-function platform that offers three solution options; RFP Plus, RFP Professional, and Enterprise. Contact us to find the solution that's right for you.**

As you roll out new technologies, develop a thorough understanding of all their capabilities. Before adding something new, exhaust all options within your existing technology set. Depending on your tech stack complexity, it may make sense to work with your technology department to develop comprehensive procedural guides to clearly define the process and ROI for each system.

Choose champions for each new solution — if a solution is used by multiple departments, choose a champion from each department. For example, if you use RocketDocs for RFPs, on-demand sales materials, and security questionnaires, you may want champions from your marketing, sales, technology/security, and compliance departments.

Continually optimize and get feedback on process and systems from your internal users and customers (the ones who feel the day-to-day pain). And lastly, measure results...you can't improve if you don't measure.

To recap, before going to market for new marketing technologies, take a step back and create a progressive roadmap. Through meticulous and tactful reflection, focus, and evaluation, you can develop a marketing tech stack that will not only unite stakeholders, but will also provide valuable insights and analysis, best in class customer engagement, multi-system integrations, on-demand tools, centralized data and content, scalability and flexibility...and a concerted strategy that fosters long-term relationships and increases win rates.

**RocketDocs has supported global organizations with content management and proposal automation for over 25 years. RocketDocs 2.0 enables you to leverage the power of your content to enable your sales team to create sales tools on the fly, further enhancing your productivity and efficiency. Don't delay — Schedule a RocketDocs demo today!**

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Jeremy Steinberg has served in numerous executive positions for various operating companies. He served as a managing partner of Antson Advisors, a Baltimore-based management consulting firm specializing in growth initiatives for middle-market companies, interim VP of sales and marketing at the Maryland Proton Treatment Center, and managing director of EntreQuest, a high-growth sales and leadership consulting, training, and staffing firm. Jeremy now serves as the VP of Customer Experience with RocketDocs.