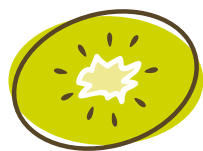


THE COMPLETE SALES ENABLEMENT STARTER KIT

SMARTETING

Activity Workbook



kiwi creative

Getting started

Ready to dig in? The following three activities are designed to be a jumping off point for the first sales enablement meeting. These activities will get the dialogue going between sales and marketing and bring to the surface what the teams agree on, and where there may be disconnects. These activities focus on 1) understanding the buyer persona from both sales and marketing's perspectives, 2) pinpointing the greatest pain points of potential customers and 3) uncovering mismatched and key messaging through the marketing and sales processes.

The overall goal of these exercises is to get the conversation going. Identify gaps in your current systems and bridge those gaps with stronger, more cohesive sales and marketing strategies. After completing these activities, debrief together and determine priorities and next steps.

The Activities:

- **Activity 1:** Draw Your Buyer Persona
- **Activity 2:** Post-it Pain-Point Thermometer
- **Activity 3:** The Human Funnel

Activity 1:

Draw Your Buyer Persona

Objective:

Characterize your buyer persona to highlight their specific characteristics about who they are. Compare the sales team's perspective of who the buyer persona is to the marketing team's perspective and see what matches up and what is different.

Materials:

- Conference room
- Buyer Persona Template 2x

Activity:

Break up into two groups... the marketing team and the sales team. Each team gets a Buyer Persona Template. Brainstorm ideas of what the buyer persona looks like and what kind of goals and priorities this person has. Think beyond just demographic and also think of psychographics and personal characteristics as well. For example, if your perfect buyer persona has a lot on their plate... draw them holding a very full plate! Or juggling several items, or wearing many hats!

Questions to get you started:

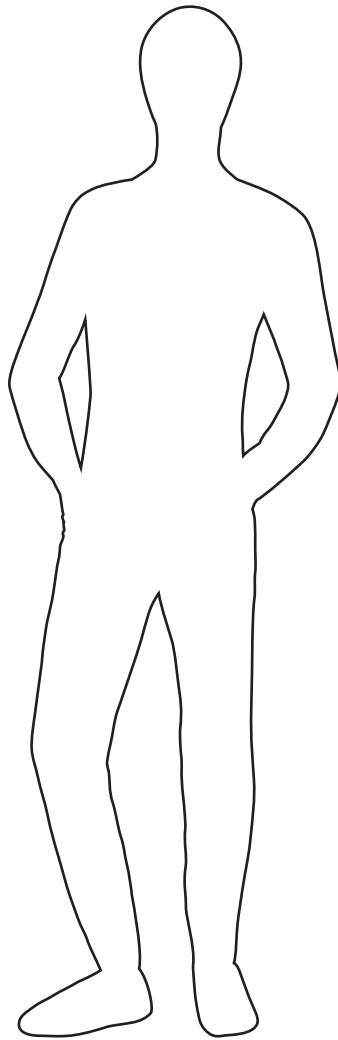
- What generation does this person fit into? (*Tech-savvy millennial or tech-stumped boomer*)
- What pace of life do they live? (*Constantly moving a mile a minute or takes their time*)
- Where are they in their career? (*Calling the shots or taking orders from upper management*)
- What is their family situation? (*Juggling kiddos or pulling all-nighters at the office...or both*)
- Do they turn off after 5:00pm or are they answering emails at 3:00am?
- Are they a numbers person or a narrative person?

Follow-up:

- Did sales and marketing come up with generally the same person?
- Which characteristics from the opposite team were most surprising?
- What are the top 3 characteristics both teams are in agreement on?

Buyer Persona Template (Team Marketing)

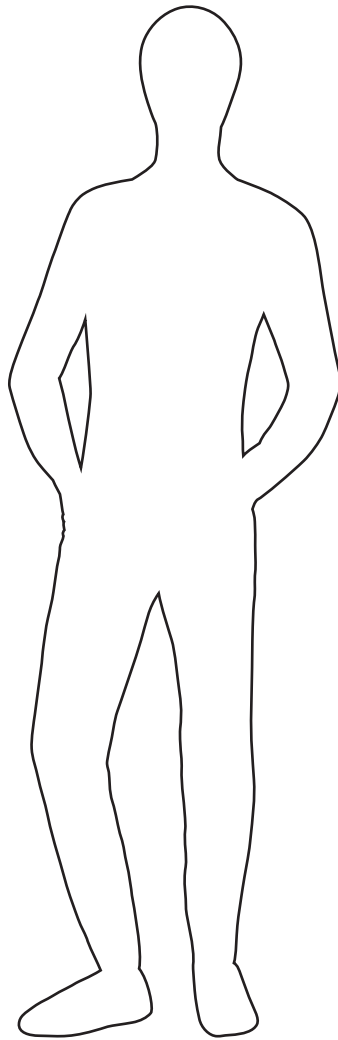
Time to get creative! On the sketch below, draw characteristics that represent who you think your buyer persona is. These can be physical traits or symbolic traits, just try to incorporate as much detail as possible. Think about this person's work life and personal life. What challenges do they face throughout the day? What are their goals? What are their priorities and needs? Refer back to the questions on the previous page for more questions to consider.



Now, write a brief summary of who this person is:

Buyer Persona Template (Team Sales)

Time to get creative! On the sketch below, draw characteristics that represent who you think your buyer persona is. These can be physical traits or symbolic traits, just try to incorporate as much detail as possible. Think about this person's work life and personal life. What challenges do they face throughout the day? What are their goals? What are their priorities and needs? Refer back to the questions on the previous page for more questions to consider.



Now, write a brief summary of who this person is:

Activity 2:

Post-it Pain-Point Thermometer

Objective:

Identify customer pain-points from the perspective of both the sales and marketing teams.

Materials:

- Conference room
- Whiteboard
- Two different colored books of post-its (i.e. blue stack, yellow stack)

Activity:

Break up into two groups... the marketing team and the sales team. Each team gets a different color book of post-its. Each team brainstorms all of the different customer pain-points.

On the whiteboard, draw a scale (or a thermometer if you have an artist in the audience) ranging for low-intensity, cool pain-points to very hot pain points.

After each team has 15-30 pain-points written down, have team members go up to the board and stick the post-its on the board based on the intensity of the pain-point.

Example: a low-intensity pain-point might be that prices aren't listed on your website... and a high intensity pain-point might be that your website is confusing or hard to navigate.

Follow-up:

- Notice the disbursement of post-it colors.
- Did both teams come up with the same pain-points?
- Are they positioned in the same area on the scale?
- What are the hottest pain-points? How can these issues be alleviated?

Activity 3:

The Human Funnel

Objective:

Communicate to the buyer from the top of the funnel all the way to the bottom of the funnel and identify disjointedness in the funnel.

Materials:

- Conference room
- 25+ index cards

Activity:

For groups of 5-25 people, give everyone an index card. For groups greater than 25, select 10-20 people from both sales/marketing and give everyone an index card.

Standing in a line or circle, have one person write down what they think the first message the customer hears is. Perhaps they hear or see an ad somewhere. When they are done, have them hand off the card they wrote to the person next to them. **The next person only gets to see the card from the person immediately before them.** They then write down the next message they think would come next in the communication funnel and hand their card off to the next person.

Each person will only have the previous card to reference, so it is likely that important messages will be left out, points will be duplicated and may even come off choppy.

After every card has been filled out, read the message out loud in order.

Follow-up:

- Did the overall message make sense?
- What important points were left out?
- What points seemed redundant?