



Hot Vendors in Sales Enablement, 2020

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Topic: Sales Enablement

Issue: Who are the providers in the sales enablement market who are making a difference?

SUMMARY

Sales enablement providers offer enterprises streamlined platforms that incorporate all the necessary tools for digital selling. Aragon has identified 4 vendors in sales enablement that are making a difference in the market.

May 6, 2020 | Research Note 2020-16

Aragon Research
2020 HOT VENDOR



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Introduction:

In a new era of remote work, the pressure on sales teams to sell virtually is greater than it ever was. While selling virtually is not new for inside sales teams, direct sellers face pressure to deliver the same revenue and to do it without direct, face-to-face contact. Technology will be vital to virtual selling. While communications tools such as web and video conferencing are a no-brainer, enterprises will need to do more for their sales teams. Aragon first identified the market for sales enablement platforms (SEPs) in 2016. Since then, the market has expanded, and sales tools themselves have matured. In this research note, we identify four emerging providers in sales enablement.

Sales leaders are realizing that their sales organizations need more than a standard office suite to maximize their selling and to reach as many prospects as possible. Working with legacy solutions or non-specialized platforms runs the risk of wasting valuable time by forcing salespeople to focus on tasks like data entry and providing them with a suboptimal interface for understanding and engaging with their prospects. Rather than a series of independent technologies, SEPs are a fully-featured solution to a broad set of sales needs.

SEPs and the Rise of Digital Work Hubs

There are numerous touchpoints throughout the sales process that represent opportunities for optimization and added value. From communicating with a prospect, to scheduling meetings, to sharing content, it is valuable to have a platform that can automate repetitive processes. With the right SEP, a sales team can cut a considerable amount of busywork out of the picture, leaving salespeople freer to focus on the challenging aspects of their role, which require them to apply their specialized knowledge.

The modern enterprise relies on platforms like SEPs to enable workforces composed of “knowledge workers.” Knowledge workers use intellectual capital and expertise to solve problems, and supporting their work requires a different approach from that of traditional management and a different set of tools. Specialized platforms such as SEPs empower knowledge workers by taking over the management of rote tasks and providing an integrated workspace so that human agents have the time and context to make use of their expert knowledge.

The unique qualities of knowledge workers require enterprises to invest in tools that can adequately support teams that are global, contingent, and remote. Today, with the pandemic transforming the structure and organization of workforces around the world, it is more vital than ever to understand how to support remote teams of knowledge workers. Digital work hubs, platforms that support the creation, curation, and communication of business content, can be powerful tools for enabling teams of distributed knowledge workers who require a formal, integrated space for collaboration and communication. SEPs integrate several tools for supporting sales into a fully functional platform and thus represent an advanced form of digital work hub (see Figure 1).

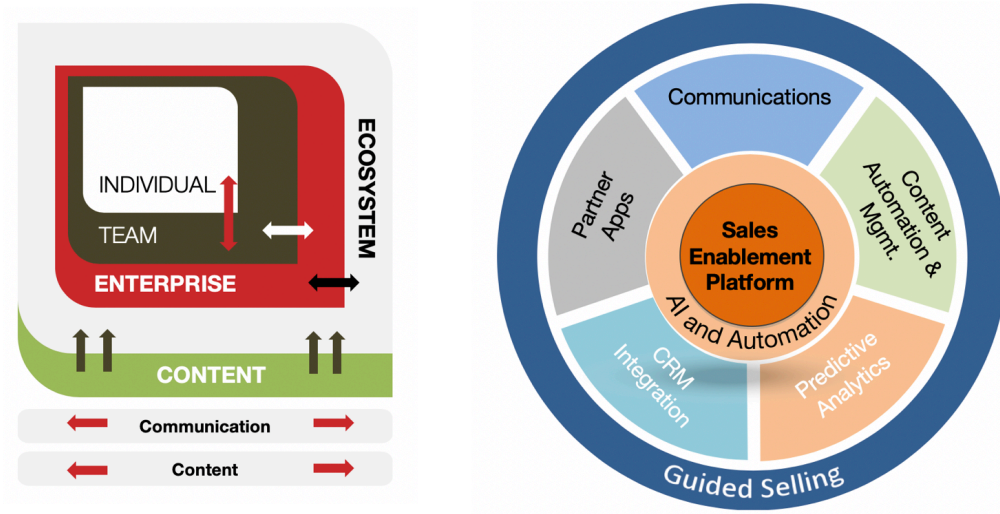


Figure 1: Sales enablement platforms are an advanced form of digital work hub focused on optimizing customer engagement.

Some of the capabilities that make SEPs unique include:

- *Advanced content analytics.* In a specific deal, content analytics provides real-time analysis of what content (and what pages/slides) are being viewed. Additionally, some providers offer analytics on voice conversations that can reveal patterns in talk time and engagement.
- *Automatic logging of calls, emails, and engagement.* While many SEP providers can automatically update the CRM regarding emails and activities, some do it better than others. Many also do not update contacts.
- *Multi-channel communications.* Engage with prospects using the right communication channel at the right time.
- *Task automation.* This can include sending emails, automating calls, and scheduling future appointments. Automating engagement represents one of the biggest areas of opportunity.

Technology Trends at the Forefront of Digital Selling

In the wake of the COVID-19 pandemic, the pressure for enterprises to rapidly adopt digital sales methods is immense. With face-to-face interaction limited, the ability of sales teams to translate their existing strategies into digital selling strategies will distinguish those who will succeed in the future market from those who will face challenges. Ultimately, the shift towards digital selling is driven by technology, and understanding the trends in this technology market will help

enterprises make a smart investment for the future. Below, we outline several trends impacting sales enablement.

Digital Selling Requires Omnichannel Communications

Sales communications is an area of the market that has grown significantly, but it is much more than email and voice-based dialers. Effective communication is the foundation of an effective sales process, and enterprises that seek to empower their salespeople should evaluate communications solutions that provide voice, messaging, and in some cases, meetings or integration with a meeting provider.

A shift in the market is occurring. There is a larger need to have more remote meeting experiences, so video meetings are the follow-on to an email or a phone call. With many countries around the world practicing social distancing for pandemic response, the traditional way of building relationships between reps and prospects with in-person engagement will need to be supplanted by other solutions such as video calls. Sales success requires balancing different channels of communication and understanding what the right combination of communication modalities is for a particular account.

Communication is one area where considerable gains can be made through automation. Any of the manual tasks that stand between sales associates and engaging communication with their prospects should be critically evaluated by enterprises as opportunities to optimize with technology. Enterprises should try to understand the ways different modalities of communication fit into their approaches for different accounts; from there, they can search for an SEP that matches the work style of their sales team.

Automating Prospect Journeys

The effectiveness of inside sales depends directly on the communications and content management technology that exists to support the process. Aragon has found that building out defined playbooks that help to guide prospects along the journey helps significantly.

The ability to use the right content and the right talk track at just the right time can help increase engagement as well as close ratios. Two of the providers in this report, Regalix and Revenue Grid, are helping firms to automate sales journeys.

Mobile-First Sales Enablement

For the knowledge workers of today, having mobile-first sales enablement solutions is a must-have requirement. Easily accessible mobile applications help keep an ongoing engagement on track by enabling salespeople to check on their progress anywhere, anytime. In addition, Aragon has found that tablet interfaces can improve the engagement of sales reps by providing a more intuitive and responsive user experience.

Video Content Is Underutilized

In 2020, the modern buyer wants to be shown a video. As a highly sought-after form of content, video is increasingly integrated into SEP offerings, which are expanding to include new feature sets in video production and video content management. Video is in high demand and has been

shown to significantly improve engagement. As technology develops, we expect video to be an increasingly central component of the sales process.

As virtual selling increases, the importance of video use in all phases of the sales process becomes vital. Two of the providers in this report, PitchHub and Regalix, are making video more ubiquitous.

Guided Selling Goes Digital

Customer revenue optimization, or guided selling, refers to the automation of sales methodologies. Guided selling distills the sales process into a series of concrete actions that reps and managers need to follow through with to build their accounts. While some providers in the SEP market offer lightweight guided selling, selling methodologies are more complicated than suggesting a next step.

Guided selling should be a goal for enterprises. Enterprises who don't currently have a sales methodology deployed should make this a goal for 2020.

The Shift to Sales Enablement Platforms

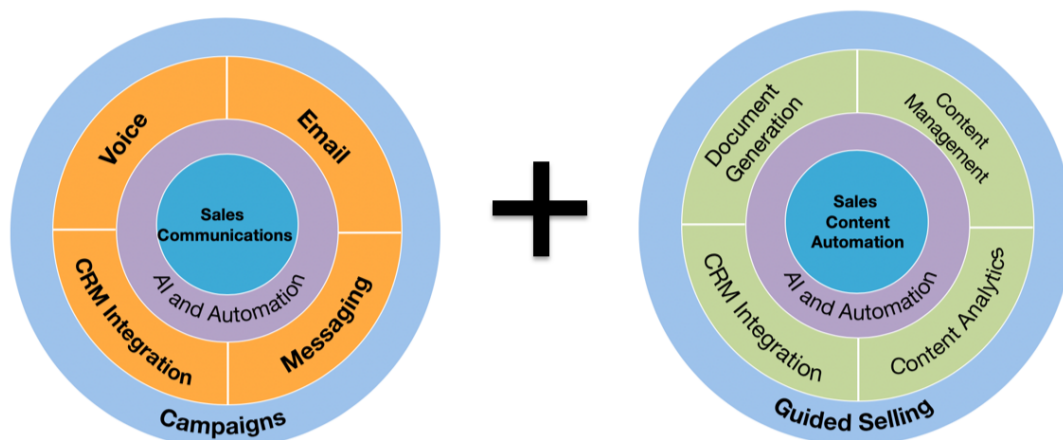


Figure 2: Sales enablement platform providers tend to focus on sales communications or sales content automation.

The sales enablement platform market emerged from a world in which sales managers were held back by the proliferation of different, disconnected applications. Sales enablement platforms are the digital work hubs that emerged to meet this need for a more unified solution. In this emerging market, many SEP providers define a focus: a platform specifically developed either for sales communication or sales content automation (see Figure 2 above).

Because sales enablement platforms streamline and condense the digital tools needed in the sales process, they act as the new digital sales suite for sales professionals, akin to an 'office for sales.' It is important to know that pricing for sales enablement tools can be more than traditional collaboration tools. Street prices can range from \$15-125 per user per month. This is less than

what is being spent on CRM, but it shows that when a business application makes an impact, buyers will pay for it. One thing is clear: we have left the era of CRM and sales portals and are clearly in the sales enablement era (see Figure 3).

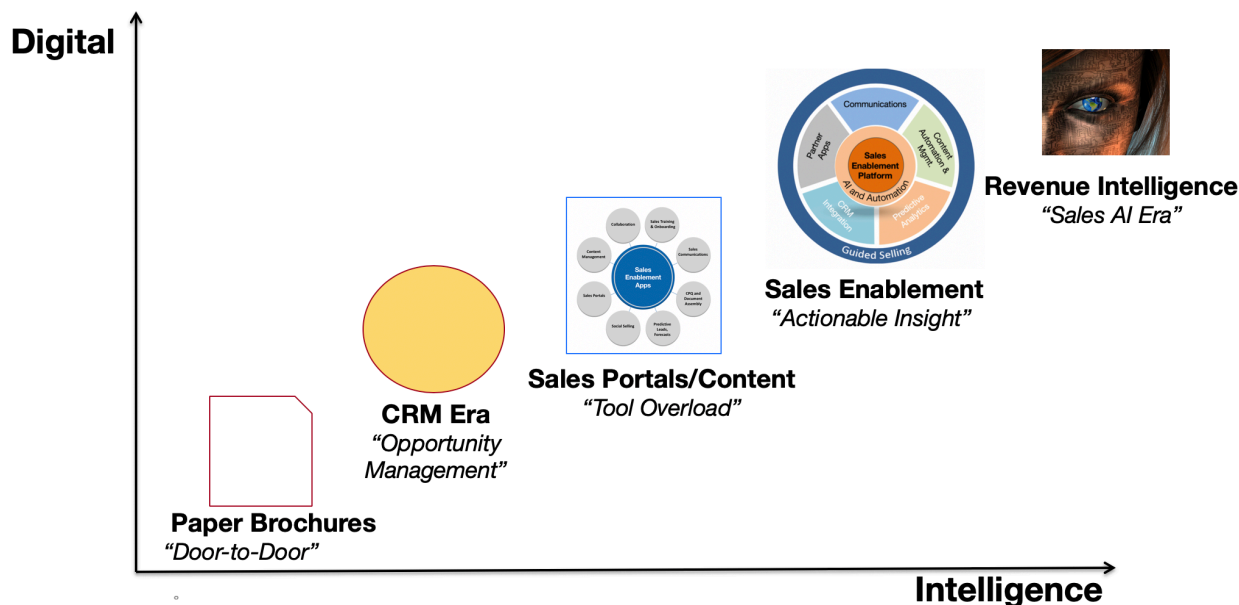


Figure 3: Sales enablement platforms deliver actionable insights that sales teams need.

Hot Vendors in Sales Enablement, 2020

This research note is not intended to be a complete list of vendors in the market being discussed. Rather, it highlights vendors with interesting, cutting-edge products, services, or technologies.

One of the 2020 Hot Vendors in Sales Enablement includes:

- **Revenue Grid**

Revenue Grid

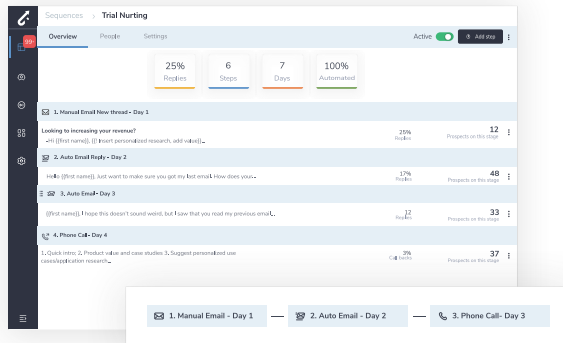


Figure 4: Revenue Grid offers an AI-driven sales enablement platform.

Revenue Grid, based in Mountain View and Kyiv, offers a sales enablement platform focused on revenue intelligence (also known as sales AI), sales communications, and guided selling (see Figure 4 and Note 1). The platform aims to automate customer communication and leverages AI to x-ray your pipeline, immediately showing what's wrong in each deal, and thus enabling sales teams to act fast. The platform is comprised of three components: Revenue Engage, Revenue Inbox, and Revenue Guide. Revenue Engage features the ability to set up omnichannel campaigns with built-in sequences with real-time email tracking and analytics. Revenue Inbox automates the sales process by updating CRM records automatically with contact information and relevant sales communications.

Revenue Guide alerts reps and managers to problems in each opportunity, makes following sales strategies easy with automated triggers and reminders, and suggests actions to take to move forward with a deal.

What makes Revenue Grid hot is the platform's focus on revenue intelligence and leveraging statistical and AI insights to drive the consistency of each stage of the sales pipeline and its efficiency. The platform has guided selling features that can suggest the next best step to a sales rep and alert the team to a misstep or a missed action. It also has sales coaching and team analytics to track individual performance.

Who Should Evaluate Revenue Grid?

Enterprises looking for a sales enablement platform with comprehensive, built-in AI functionality should consider Revenue Grid. With its wide set of revenue intelligence features, Revenue Grid can provide new data-driven insights that help sales teams know when to act.

Note 1: Revenue Grid at a Glance

Revenue Grid is a sales enablement platform that drives the sales process and gives teams the needed tools to win deals.

Location: Mountain View, California

CEO: Vlad Voskresensky

Key Offerings: Revenue Grid platform is comprised of three components, available separately or as a bundle:

- Revenue Engage
- Revenue Inbox
- Revenue Guide

Availability: Available Now

Website: <https://revenuegrid.com/>

Aragon Advisory

- Enterprises should evaluate these Hot Vendors and determine whether the products they offer are a good fit for their enterprise needs.
- Enterprises should focus on optimizing the entire sales channel by improving the efficiency of their content production and delivery.
- Enterprises should aim to reduce the number of sales enablement tools their teams rely on by carefully comparing the available offerings.

Bottom Line

Sales enablement has become a new standard for digital selling. For maximum productivity, sales professionals need the ability to gather insights instantly—regardless of device—in order to understand the current stage of a deal. Enterprises should compare these vendors and other market players to assess what tools fit their needs best and decide on the right sales enablement platform.