



E-BOOK

# Leave Go-to-Market Chaos in the Past with Enablement



# Table of contents

What makes going to market so chaotic anyway?	3
Source relevant content easily	5
Streamline content personalisation	6
Modernise onboarding, training, and coaching	7
Measure the impact of marketing and learning programs	8
It's time to kiss GTM chaos goodbye	9
About Seismic	10



# What makes going to market so chaotic anyway?

First, let's be clear about what 'go-to-market (GTM)' means. In a nutshell, it means how your organisation will go about reaching your desired customers and enticing them to buy your products and services. But the phrase "easier said than done" couldn't apply more, considering all the strategizing, collaboration, alignment, and execution that it entails.

So, what exactly gums up the gears?

**It's too hard to find content.** It's common for content — be it marketing materials, sales decks, or onboarding and training lessons — to be scattered across different repositories with varying degrees of accessibility. New team members spend more time than they should ramping, seasoned employees are too slow getting up to speed with new releases and messaging, and sellers waste hours scouring databases instead of selling, often settling for content that's out-of-date, off-brand, or non-compliant.

**It takes too long to personalise content.** To build a trusting relationship with a customer, sellers need to present content that clearly reflects a deep understanding of that customer's identity, interests, and goals. However, that requires a great deal of content customisation — a manual process requiring a lot of sifting through folders, downloading files, and toggling between tools. This tediousness takes up hours that could be spent on higher-value activities like prospecting for new buyers.





**It's unclear what's working and what's not.** Many organisations approach content creation with a “quantity over quality” approach. In other words, they produce as much as they can and hope some of it sticks. Why? Because they struggle to effectively measure how their content influences buyers. A similar issue arises with learning initiatives, where providing individualised feedback on training lessons and coaching sessions is too laborious and time-consuming. The same goes for compiling and analysing all those individual results, meaning organisations often struggle to identify and address persistent, widespread challenges.

**It's nearly impossible for traditional employee education to be effective.** Speaking of learning initiatives, organisations traditionally execute them using a disjointed mix of in-person sessions, HR cloud software, survey platforms, and email. However, these methods are inefficient and fail to appeal to most of today's workforce, who expect their educational experiences to be bite-sized, media-rich, and easily resurfaced in the moment of need.

Seismic's enablement platform fixes all of this by unifying all things GTM around the common goal of providing customer-facing teams, and those who support them, with the right resources, content, processes, and technology they need to be successful.

Let's take a closer look at how this works.



# Source relevant content easily

Seismic leverages artificial intelligence (AI) to surface only the most relevant, up-to-date, and compliant content from a single central library. It features intuitive filtering and previews for each document it surfaces, eliminating the need to open each one just to scan its details. Seismic also offers comprehensive professional services to help with content auditing, aggregation, and overall organisation of the library.

Immediate answers to sudden questions can be surfaced in a few keystrokes without switching tools no matter where that information lives, and users can subscribe to content feeds specific to what matters most to their customers and prospects so they never miss an opportunity to signal their expertise, establish a relationship, and build trust.

**Those who use enablement technology say it saves them an average of 13 hours per week and 83% say it frees up time to focus on revenue-generating activities.**

*Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>*



At OneSource Virtual, the strategic integration of Seismic has been nothing short of transformative. It's empowered our teams, streamlined our processes, and elevated our ability to serve our customers effectively, reinforcing our commitment to delivering unparalleled solutions in the Workday ecosystem.



**Courtny Cloeter**  
CRO, OneSource Virtual

## RESULTS

**29%** increase in average deal size

**47%** quicker time-to-first opportunity for new reps

**88%** boost in MQL/SQL conversion

**GET THE FULL STORY →**



# Streamline content personalisation

Seismic guides content creators through an automatic asset assembly process, populating content in real time with relevant, on-brand, and compliant information from a variety of data sources based on answers to pre-built questions. This significantly reduces the effort it takes to create personalised content that resonates with your audience. Need help building customised templates? Our professional services team can partner with you to make it happen.

**63% of sales, enablement, and customer success professionals say the content they use at work isn't personalizable enough.**

*Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>*



Seismic has fundamentally transformed how we curate and deliver content at BBH Private Banking. Its intuitive platform and dynamic capabilities have empowered our teams to craft personalized, client-centric materials seamlessly. This innovative tool saved us thousands of work hours and reinforced our commitment to providing unparalleled service and staying at the forefront of the industry.



**Holly Baillargeon**  
Chief Development Officer,  
BBH Private Banking

## RESULTS

**60,000+** personalised content assets sent

**200+** active users, with plans to double that in 2024

**10,000** hours of work saved in the first seven months

**GET THE FULL STORY →**



# Modernise onboarding, training, and coaching

With Seismic, learners can receive consistent onboarding and training via bite-sized, mobile-friendly, and media-rich lessons — complete with quizzes, flip cards, videos, and more — that are easy to build in just a few clicks. They can also take AI-powered coaching sessions that simulate real-life scenarios using video, audio, and chat.

These lessons and sessions reveal strengths and areas for improvement across the organisation while also providing each learner — even hundreds or thousands of them — with individualised feedback to improve skills like clarity, confidence, and credibility. You also have the option of evaluating your current hiring and onboarding processes, discovering deep insights about ideal learning paths and strategies, with the help of our professional services team.

**85% of customer-facing professionals say that having quick access to coaching and training content helps them prepare for presentations.**

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>



GTM and Revenue Enablement have been strategic drivers... to ensure our teams are telling the same story. The Seismic Enablement Cloud has allowed them to transition to value selling across the GTM organisation.



**Steve Goldberg**  
CRO, Salesloft

## RESULTS

**11%** higher average new deal win rate at the enterprise level

**84%** more pipeline generated by SDRs

**52%** shorter average deal cycle in the commercial space

**GET THE FULL STORY →**



# Measure the impact of marketing and learning programmes

Seismic shows the level of engagement each customer-facing asset has among both sellers and buyers, making it easy to identify what content should be promoted, reworked, or retired on an ongoing basis. For reporting purposes, this performance data can be displayed using rich, interactive visuals that drill down into categories that include segment, asset type, status, and more.

Learning initiatives and product launches are just as measurable, allowing programmes to be adjusted while they're in flight for maximum impact. Operational efficiency data, such as planned versus actual task duration, provides an end-to-end view of how well teams are working and how their accomplishments contribute to win rates and revenue.

**84% of companies who have planned to increase their investment in enablement technology say it will help them operate more efficiently.**

Source: <https://seismic.com/resources/reports/seismic-value-of-enablement-report/>



Innovation is not just about creating something new; it is about empowering our teams with the tools that redefine efficiency. Seismic has transformed how we sell. Enabling us to meet and exceed our goals. It is a testament to the power of strategic enablement contributing to our success.



**Phil Burroughs**  
CRO, Advantive

## RESULTS

**50%** decrease in the sales cycle

**80%** of sellers hit or exceeded quota within the first half of the year

**22%** increase in booked meetings with the business development team

**GET THE FULL STORY →**





# It's time to kiss GTM chaos goodbye

Enablement technology is an investment that pays massive dividends for your GTM team's overall efficiency and effectiveness. You can find exactly what you need when you need it, personalise content for a customer in minutes instead of hours, ramp new reps faster, upskill even the most seasoned sellers, and get a clear picture of what's resonating with buyers so you can adjust your marketing strategies to make the biggest impact on the bottom line.

These outcomes make enablement technology a no-brainer, especially during economic uncertainty when businesses have to become more productive and agile while also minimising costs. In fact, in such times, enablement technology can be a competitive differentiator.

As the global leader in enablement technology, Seismic is the perfect partner to have on your enablement journey, from getting buy-in at your business to driving lasting transformational change.

**Speak with our team** to get started.

---





## About Seismic

Seismic is the global leader in enablement, helping organisations engage customers, enable teams, and ignite revenue growth.

The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organisations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit **Seismic.com** and follow us on **LinkedIn**, **X (formerly Twitter)** and **Instagram**.