Category

Commercial Excellence

Sales Enablement & Content Playbook

A content-to-conversation map and certification curriculum that cuts new-rep ramp time and makes every asset earn its place in the deal.

- Practitioner
- Intermediate
- Template Included
- Workshop Ready

- Mithun A. Sridharan

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- 7 minute(s)

Overview

Map content and enablement assets to every stage of the buyer journey, build a certification-based ramp curriculum, and track which assets actually correlate with win rate.

What's the difference between sales enablement content and marketing content?

Marketing content is generally built for broad audience consumption (blog posts, ads, top-of-funnel assets) and optimized for reach. Sales enablement content is built for a specific deal moment — a battlecard for a competitive evaluation, an ROI calculator for a budget conversation — and optimized for a rep to use live, under time pressure, in front of a buyer.

How do we know which content to keep versus retire during the audit?

Cross-reference usage data (if you have a content tool) with direct interviews of top reps on what they actually reach for. Anything unused for the past two quarters and not tied to a specific journey-stage gap is a strong candidate to retire or consolidate rather than maintain indefinitely.

How should a certification curriculum be structured for new reps?

Structure it around the buyer journey stages, not around internal org chart topics. Each module should end with a scenario test — a mock call or deal role-play — that a manager scores, rather than a written quiz, since the goal is proving the rep can use the material under realistic pressure.

How do we measure whether enablement content is actually working?

Track content usage against deal outcomes — win rate, deal cycle length, deal size — for deals where a specific asset was used versus not used, rather than tracking asset views or downloads in isolation. Usage-to-outcome correlation is the real signal; raw engagement metrics are not.

How often should battlecards be refreshed?

At minimum quarterly, and immediately after any significant competitive event — a competitor's major product launch, a pricing change, or a pattern of new objections showing up repeatedly in lost-deal reviews. A battlecard older than two quarters should be treated as suspect until verified.

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Author

Mithun A. Sridharan Thought Leader

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