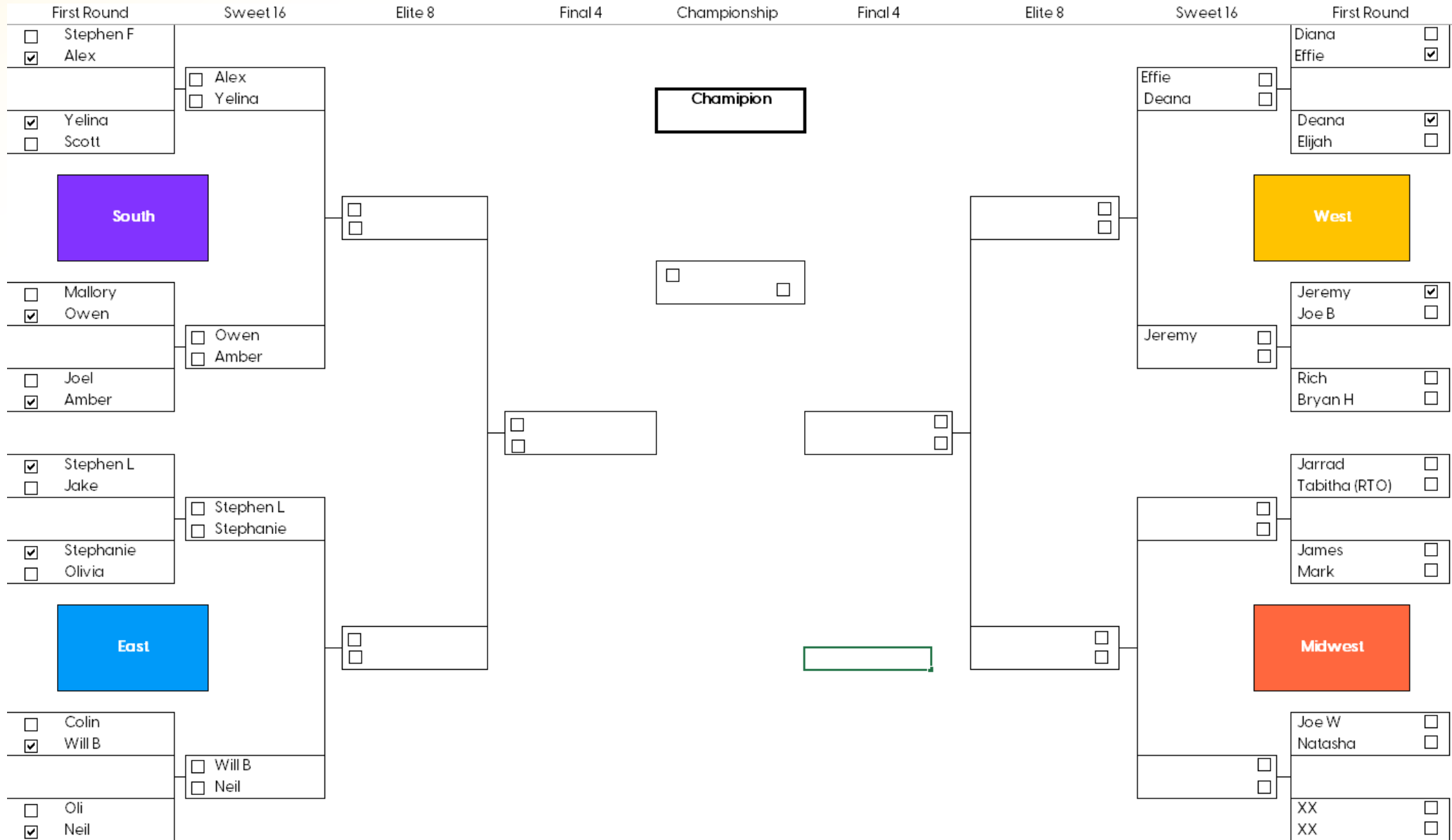


# Sample: Objection Handling March Madness Bracket



## Sample: Revenue Enablement RACI Chart

# Sales Process Roles & Responsibilities

	0. Cultivate	1. Qualify	2. Discover	3. Prove	4. Validate	5. Negotiate	Post- Sales
SDR AAE	Convert lead/contact to opportunity. Engage AE to begin qualifying the deal. Set meeting with AE	Support AE during handoff & early discover					
AE	Preliminary qualification and use case prospecting. Move opportunity to next stage	Complete qualification. Align on use cases and present tailored teaser demo. Identify intent to purchase	Dig deeper into relevant use cases. Identify how Litmos will really help the customer. Engage SE	Continue educating the customer. Validate intent to purchase and compelling event with executive buyer	Create & share proposal outlining price and impact on business. Introduce a mutual close plan	Finalize terms. Review proposal & business case with Champion & Economic Buyer. Obtain signatures	Strengthen relationship with customer; Watch for account expansion and securing renewals
SE			Conduct in depth demo tailored to pain points. Leads the technical discussions	Perform a compelling & customized executive buyer demo			Assist AE in expansion of account
Partner Team	Schedule initial call with Prospect	Assists AE in further qualification	Track progress of opportunity	Track progress of opportunity; Remove external sales hurdles	Track progress of opportunity; Ensure any referral registration will not expire	Track progress of opportunity; Ensure any referral registrations will not expire	
Value Consulting			Develop business case and outside-in analysis to support	Justify the solution and complete the business case	Continue communication of value prop as necessary	Provide additional information to validate prospect spend	