

Transforming SALES RESULTS™

The Building Blocks of Sales Enablement Meet The Commercial Effectiveness Framework

Mike Kumble

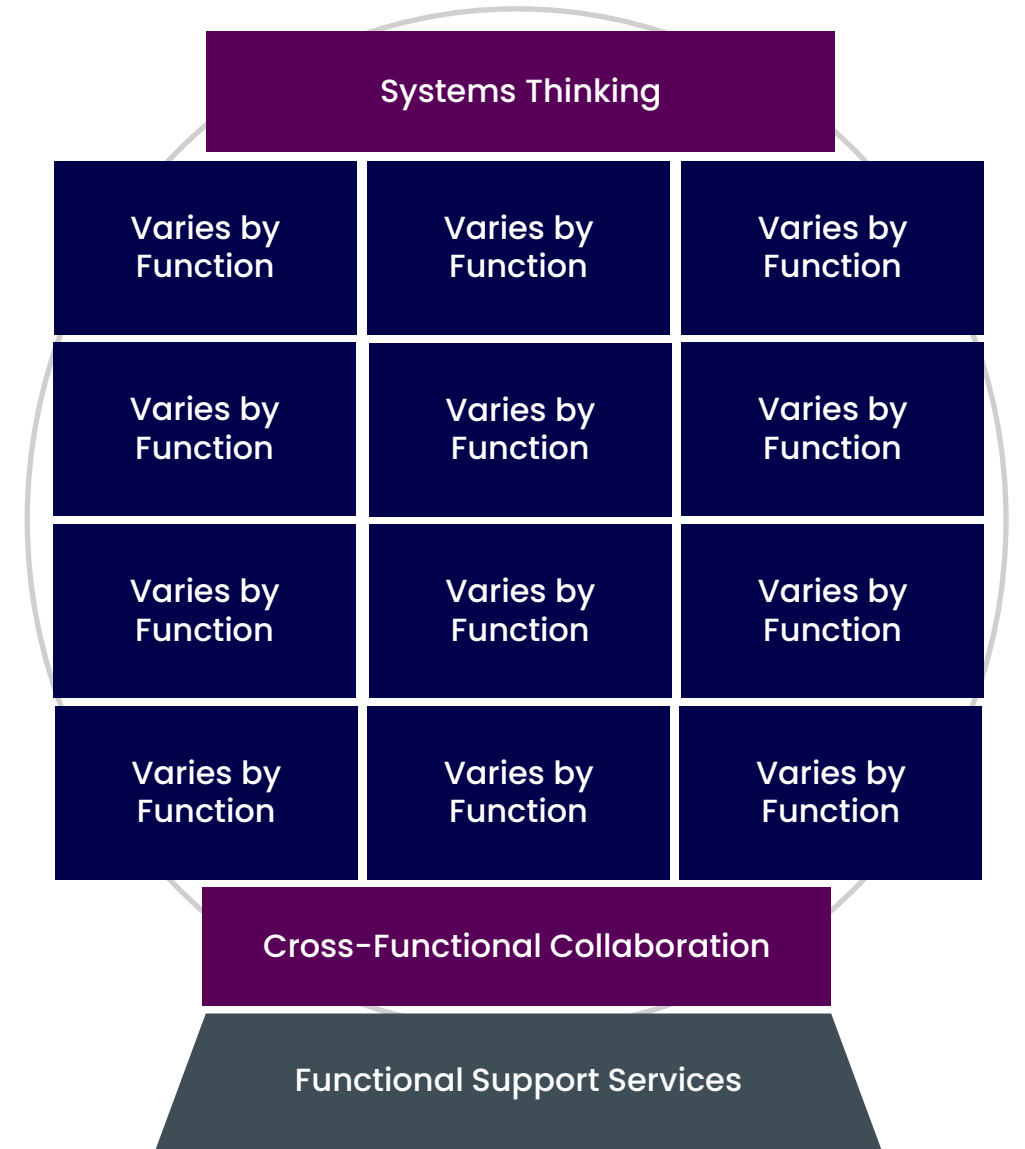
THE COMMERCIAL EFFECTIVENESS FRAMEWORK



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



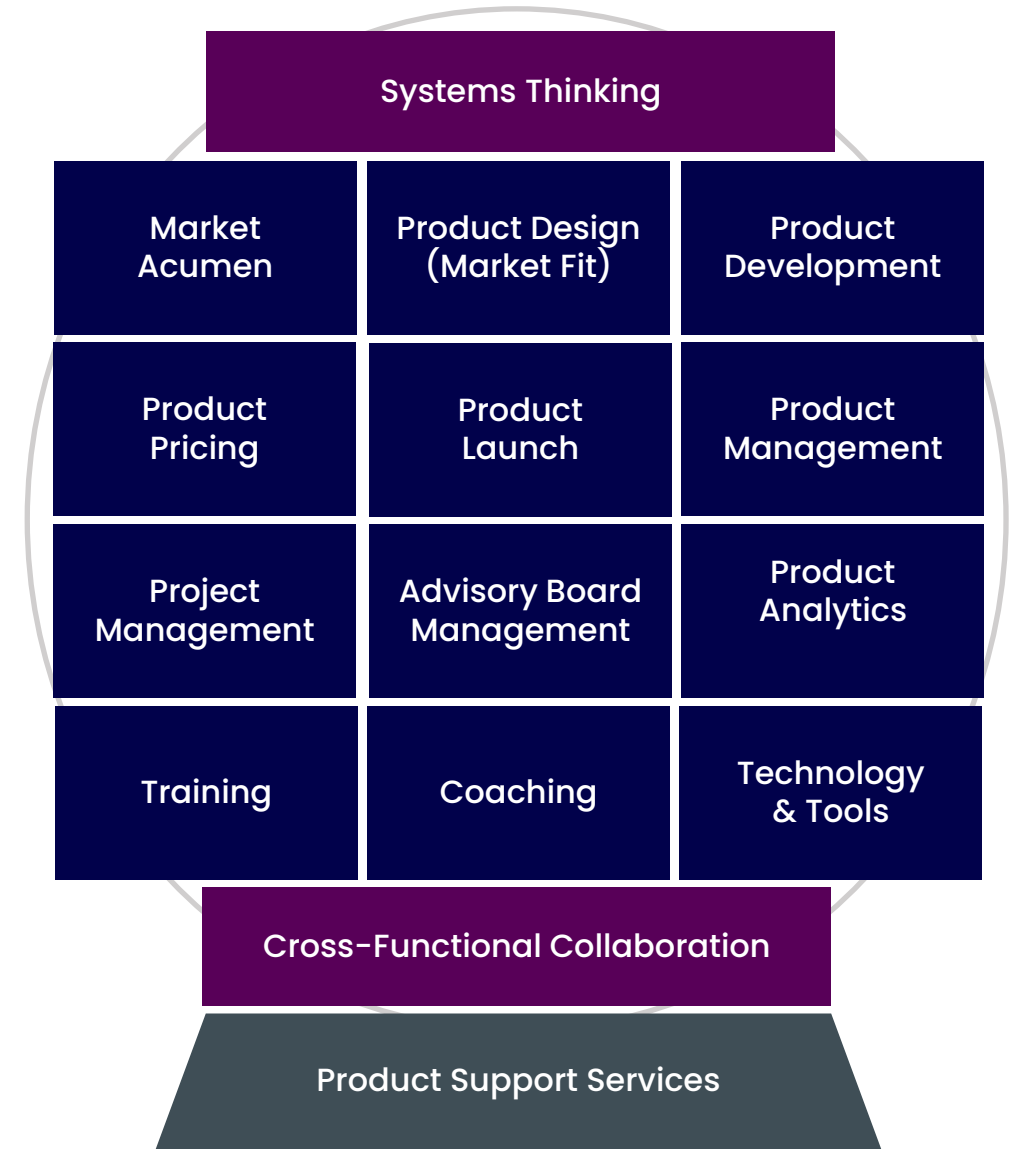
THE BUILDING BLOCKS OF [FUNCTION]



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



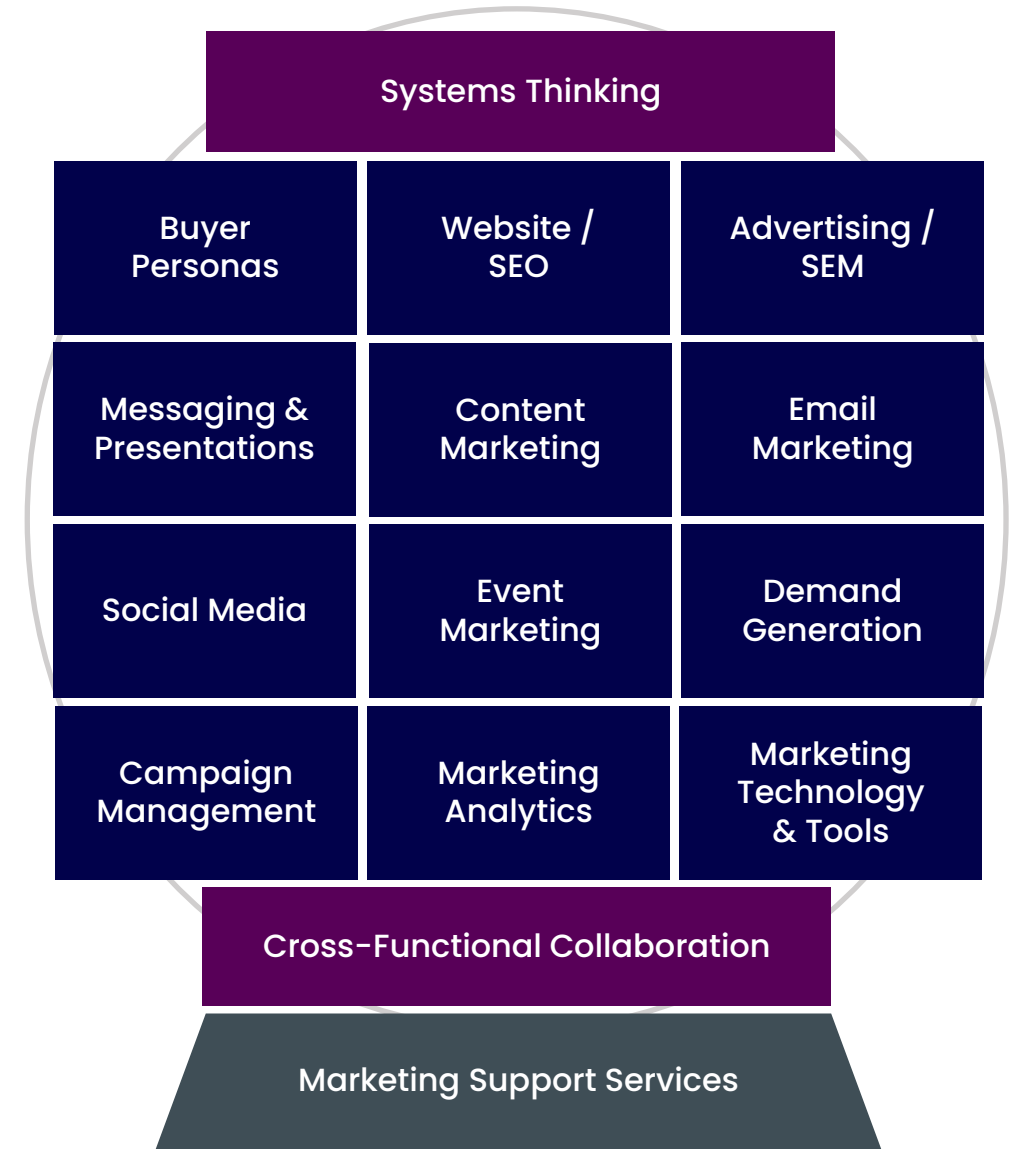
THE BUILDING BLOCKS OF PRODUCT ENABLEMENT



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



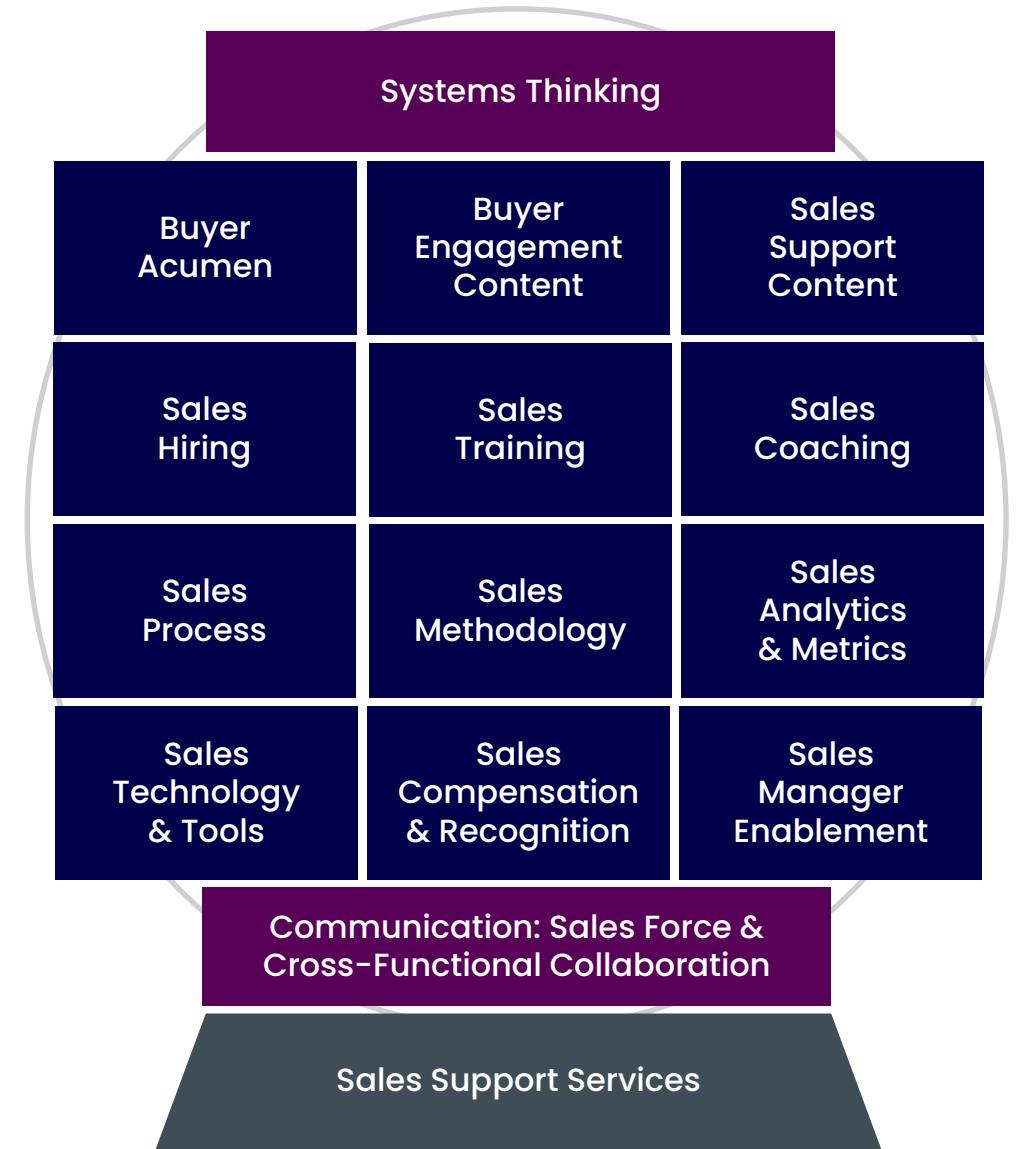
THE BUILDING BLOCKS OF MARKETING ENABLEMENT



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



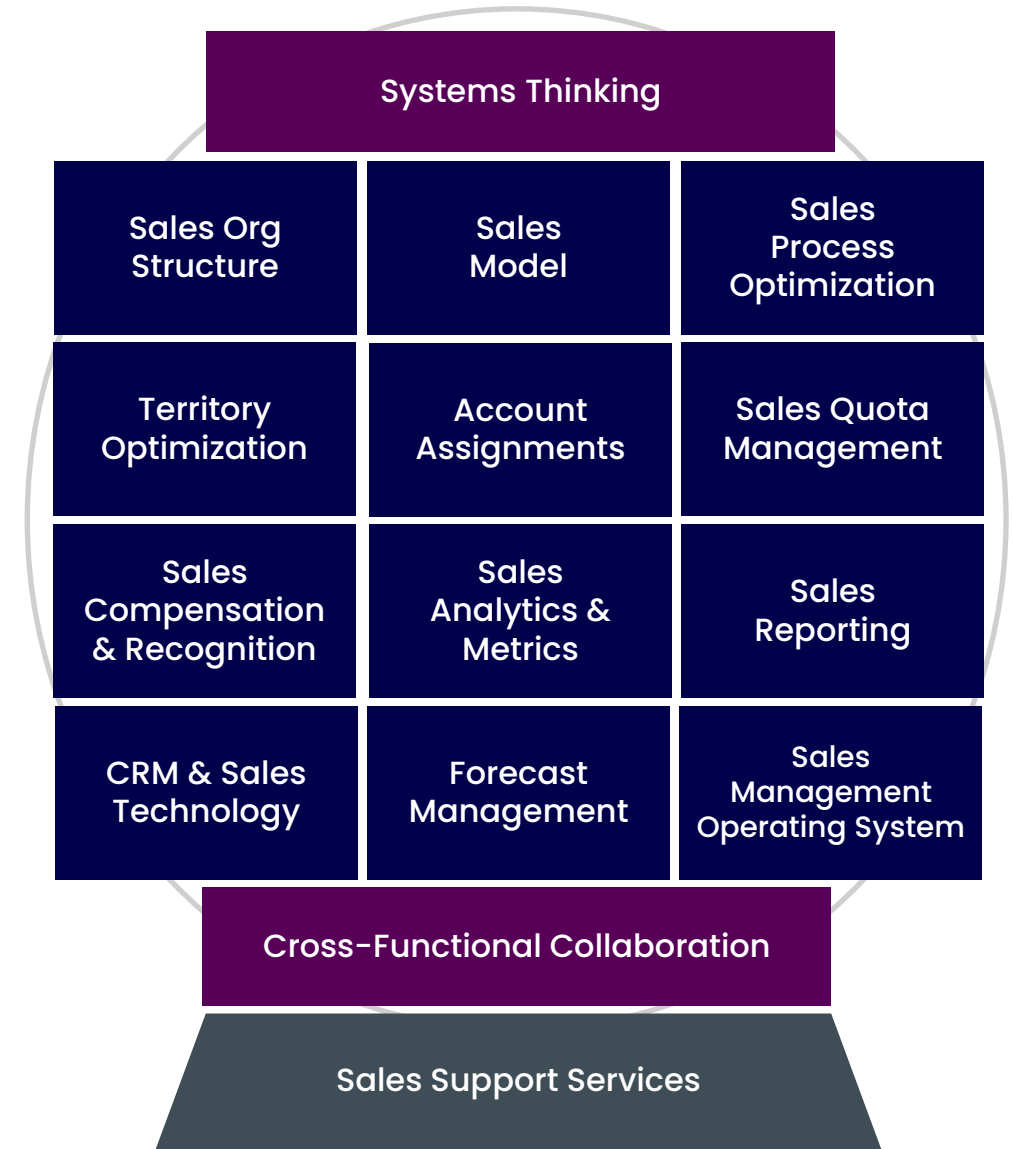
THE BUILDING BLOCKS OF SALES ENABLEMENT



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



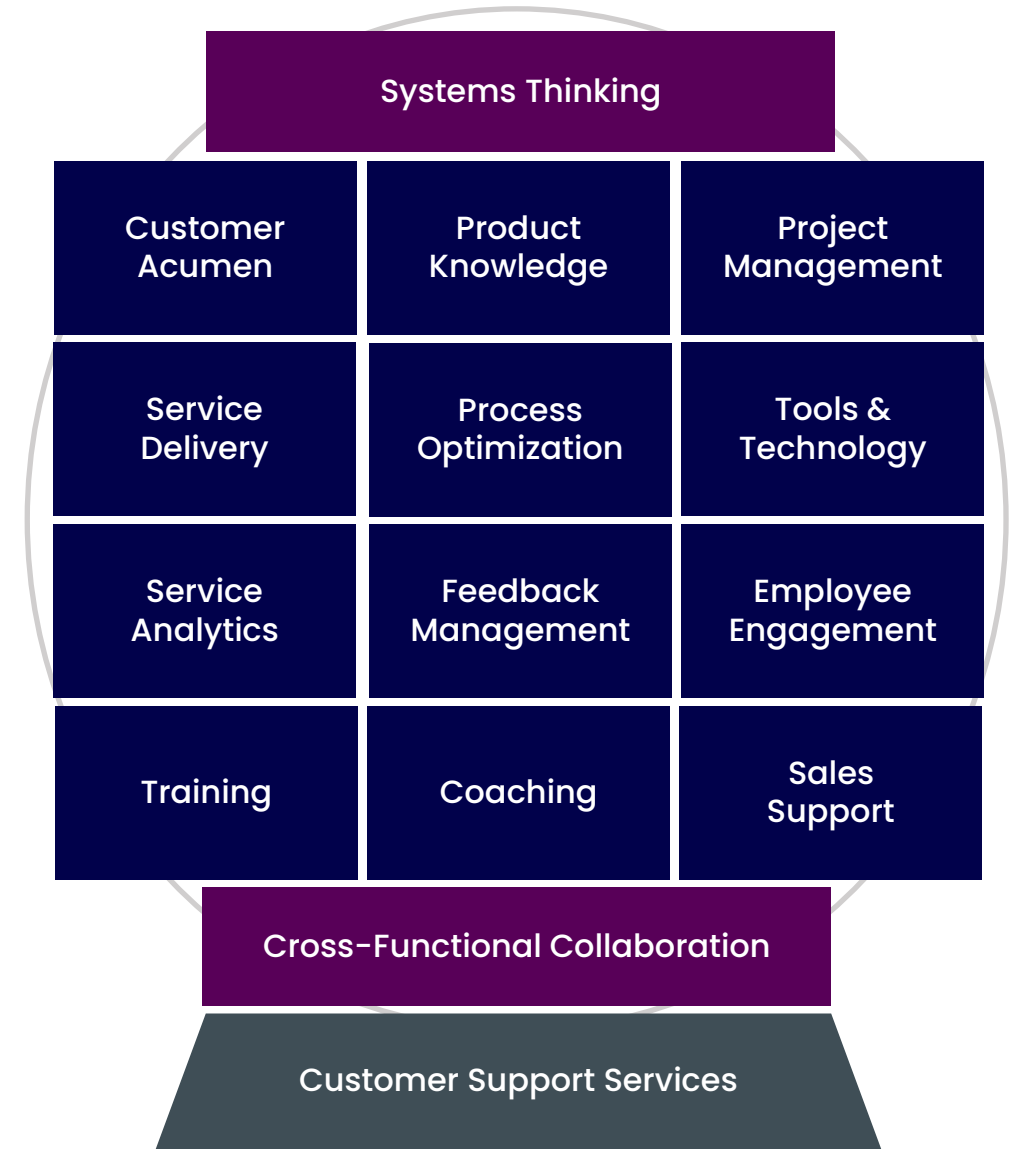
THE BUILDING BLOCKS OF SALES OPERATIONS



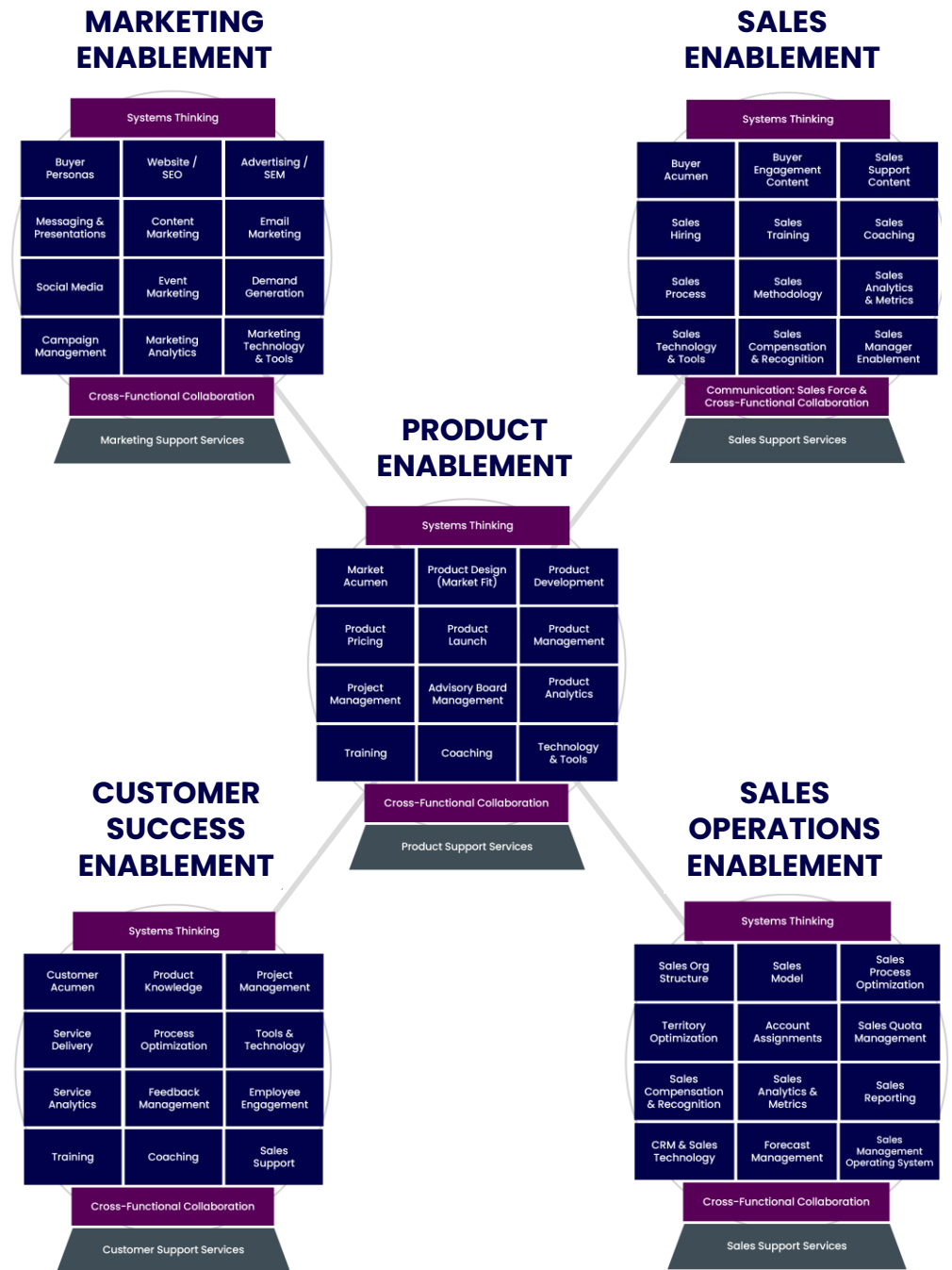
THE COMMERCIAL EFFECTIVENESS FRAMEWORK



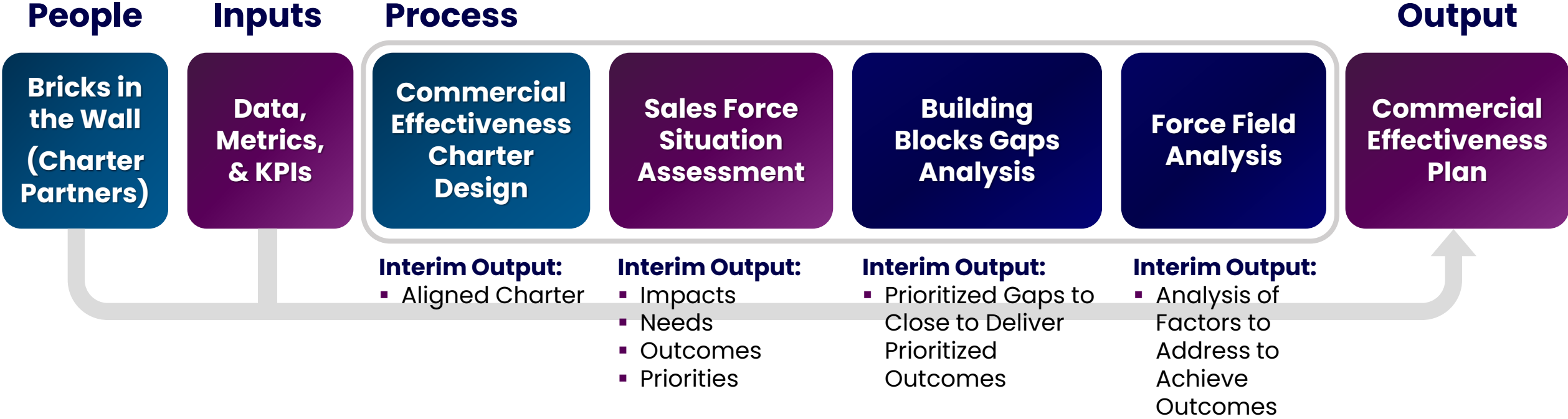
THE BUILDING BLOCKS OF CUSTOMER SUCCESS ENABLEMENT



THE COMMERCIAL EFFECTIVENESS FRAMEWORK



Developing a Commercial Effectiveness Plan



Considerations for Implementing Revenue Enablement/Commercial Effectiveness

- <https://www.linkedin.com/pulse/considerations-implementing-revenue-enablement-mike-kunkle-rezke/>