



## WORKBOOK

# Why Champion Enablement is the Key that Unlocks New Customer Acquisition

Let's face it, very few people actually want to talk to a salesperson. So, when you do find that rare gem, that person who not only wants to talk with you, but wants to champion you — it can make all the difference. After all, deals that involve a champion typically see a higher win rate than those that don't.

But champions don't sign lifetime contracts, it's a relationship that needs nurturing and support. One of the best ways you can do this is by taking the time to understand what your champion needs to successfully advocate for your product, and then ensuring they have the best possible version of it.

Arm your champion well and you'll close deals faster, while helping them to be perceived as a knowledgeable, valuable resource within their own organization.

So how do you accomplish this? Below are two activities that determine what your champion's challenges are, what needs they have, what resources they need to meet them head on, and which format will help them do it best.

In activity one, we focus on the challenges champions face and how to get around them.

- What barriers sit between your champion and a successful deal?
- What resistance might they run into?
- What tools can you provide to them to get past those barriers?
- How will you work with your marketing team to create the right resources?

The second activity is an assessment of your champion enablement practices as they currently stand. These questions should be revisited often to identify weak spots and areas of improvement. An honest assessment will help you make the case to your team for the assets you need.

Finally, we have included an appendix with helpful resources in PLG and champion enablement for continual learning after the workshop.

## Activity 1: Brainstorm

**Objective:** Determine roadblocks champs face and assets they need to overcome them.

**Instructions:** Every deal faces objections; you're no stranger to this. But it takes some work to identify the specific objections your champion will be met with, and arm them with ways to overcome them.

Your champion has the power to influence conversations within their organization that you won't be a part of. So, it's important to give them the resources they need to move the conversation in the right direction without you. So, let's get started.

Think about the potential roadblocks your champion might experience.

- What objections have come up from non-champion committee members in your deals?
- What concerns have champions expressed to you?
- What are your most common closed/lost reasons?

**Exercise: Write down as many as you can.**

Drawing a thought-map might help to relate objections to one another.

Now that you've identified potential roadblocks, it's time to share those with your marketing team so you can work together to give your champion the best possible assets.

You know your champions best, so it's your job to let marketing know:

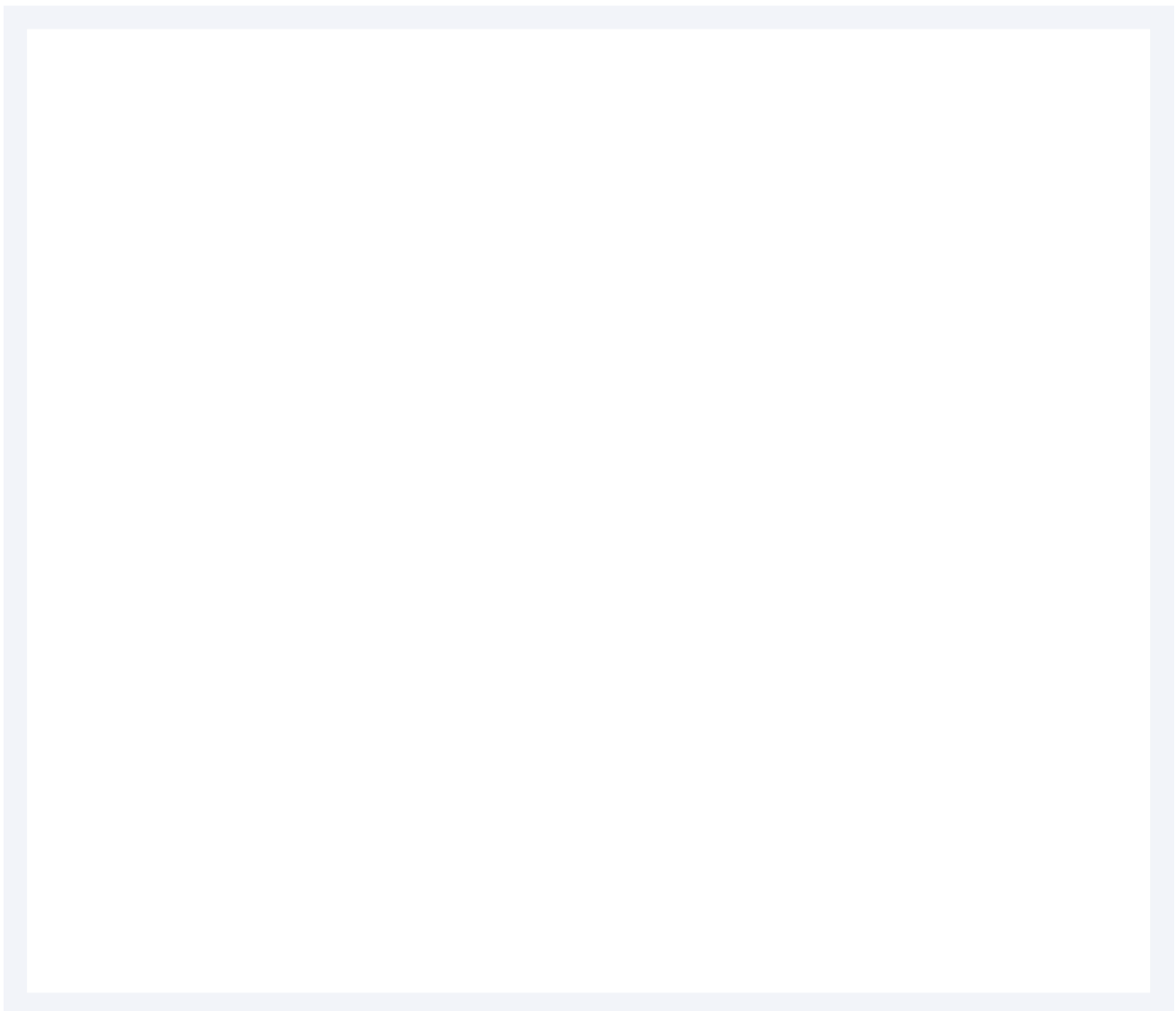
- The topics or objections your champion you identified in the brainstorming activity.
- The format that would help your champion generate the most interest in your product.

The end product marketing generates could be (yet another) one-pager. But more than likely your champion needs more engaging content, something that will actively engage the people they're talking to about your product.

That could be a custom demo that feels like an authentic product experience, or an interactive product tour that directs viewers to your product's best moments. Whatever you choose, make sure that it's a marketing vehicle that will best showcase your product's key values in the quickest amount of time possible.

**Exercise: Review the roadblocks and try to come up with one asset that can help overcome each one.**

Drawing out thought-maps can help relate the assets you need to the roadblocks and hurdles you listed above.



## Activity 2: Self-Assessment

**Objective:** Assess your champion's environment to identify gaps and opportunities.

**Instructions:** Strap in! It's time for everyone's favorite thing: self-assessment.

Look over each statement and determine where you fall on a scale of 1-5, with 1 being "absolutely not" and 5 being "1,000% yes".

**Hint:** Reference the roadblocks and assets from activity 1 as those can help you determine where you fall on the scale.

Please circle a number at the end of each question.

Question	 Absolutely not  1,000% yes				
	1	2	3	4	5
We consistently and correctly identify champions in the buying committee.	1	2	3	4	5
Champions are consistently a major part of how we win deals.	1	2	3	4	5
Our sales team actively thinks about champion enablement.	1	2	3	4	5
Our marketing team provides assets that are valuable to champions.	1	2	3	4	5
We have data on how well our champion enablement efforts are doing.	1	2	3	4	5
We have a process in place to evaluate our champions throughout the sales cycle.	1	2	3	4	5
Our existing champions keep us in the loop regarding competitive evaluations.	1	2	3	4	5
Champions actively share information about how to approach the rest of the buying committee.	1	2	3	4	5

Question	<div><div></div><div>Not at all likely</div></div> <div><div></div><div>Extremely likely</div></div>				
	1	2	3	4	5
Our champions persuade their peers to come to our meetings.	1	2	3	4	5
My champions understand and can restate my value narrative.	1	2	3	4	5
We can see if and when our buying committee is engaging with the assets we leave behind.	1	2	3	4	5
We can see how often, and how many times our champion is sharing our assets with team members and stakeholders.	1	2	3	4	5
We have personas built that help us to easily identify which contact would be most likely to adopt the role of a champion role and how to approach them.	1	2	3	4	5
We understand our champion's personal and professional goals.	1	2	3	4	5
We have a clear understanding of your buying committee.	1	2	3	4	5

Once you're done, jot down some notes to indicate why you chose each rating.

Appendix of useful links:

Champion enablement isn't a project, it is a lifestyle. The resources in this section will help further your knowledge of both PLG (product-led growth) and champion enablement.

## Champion Enablement

- Collapsing Cycles Through Champion Enablement
- Reprise Champion Enablement Resources
- Champion Enablement Through a Sandbox

## PLG

- What We Learned About the New PLG
- ProductLed Blog
- 5 Steps to Product-Led Sales
- Full Funnel Product Led Growth
- Product-Led Revenue Podcast (Apple, Spotify, YouTube)

## NOTES