



# Customer Journey & Sales Enablement

Map touch points along the sales process and reveal key factors to enable sales

From search to payment, the customer journey is moving online. We need visibility at every stage to remove “barriers to buy” and enhance sales success factors. Mapping, benchmarks and digital tools reveal what to optimise for quick wins and long-term growth.

enable2grow conducts an analysis of the current customer journey, identifying key factors that drive customers’ decisions every step of the way. Then we create a prioritized roadmap of improvements to enable sales. Each of the improvements are benchmarked in order to assess their impact on the customer experience and the scalable result on overall sales.

An initial workshop, independent research and interviews with your Sales team provide:

- A comprehensive map of customer journey touchpoints and conversion rates
- An audit of the customer experience with barriers, success factors and benchmarks
- A roadmap of recommendations prioritized by quarter, sales impact and team

**“With a data-driven view of the end-to-end customer journey, you can take decisions quickly on exactly what to improve for more sales, happier customers and healthy business growth. In short, you can focus your capacity and resources on what matters most.”**



**Laura Fleming Schulte** | Enabler, Go To Market & Digital Brand Expert

With over 20 years experience in transformation, digital growth strategy and innovation marketing, Laura knows the business value of trust. A startup-to-IPO executive and award-winning B2B editor, she uses storytelling and customer-centric strategies to position brands and leaders, optimize the sales pipeline and create trust for innovation and growth. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).