



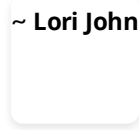
# **3 Sales Enablement Resources for Small Business**

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[HTTPS://ALLIED.EXCHANGE](https://allied.exchange)

# Sales Enablement, it's for Small Business too!

As a small business owner myself, for me to complete all that I need to do to grow as well as generate revenue, I needed to automate my sales and marketing efforts. Enabling those efforts to assist me to work smarter, rather than harder.

~ **Lori Johnston, Sales Consultant and Coach**





## Resource 1

### **"Why Your Struggling Business Needs Sales Enablement"**

DIYMarketing.com is a resourceful site. "If you want to drive sales results, you need an effective system of processes you can apply to your entire marketing and sales team. This is called Sales Enablement. Sales and marketing are all the same to a small business owner. You need customers to keep your business afloat, you need marketing to get customers."

[Click here to view the resource >](#)



## Resource 2

# SalesHacker.com

SalesHacker.com is a great resource for finding up-to-date information, podcasts and articles on sales trends and training, sales development, sales enablement, sales process, management, and much more.

[Click here to view the resource >](#)



## Resource 3

# Sales Enablement as a Service for Small Business

With the collapsing product life cycles, companies can no longer count on their products to be their sustainable competitive edge. So, in addition to focusing on what you sell, you now need to be placing more attention on how you sell. And this is not just meant for medium and large size businesses.

Revenue generating roles require a broad variety of content assets to engage with their prospects and clients along the entire buyer's journey.

[Click here to view the resource >](#)



## Resource 4

# Lizzy Meyer, Raw Food Coach

Feeling overwhelmed by the prospect of feeding a raw diet? Lizzy Meyer can help you determine your animals' specific needs, learn about ethical sourcing in your area, and a whole lot more. I had the good fortune to hire Lizzy to help in my practice. She's the perfect combination of vet tech and holistic mind.

[Click here to view the resource >](#)



## Resource 5

# iSpring Reverse Osmosis Water Filter

Just as you want clean, wholesome food to build strong bodies, you also want drinking water that's free of the common nasties: chlorine, fluoride, and chemical residues. When I don't have fresh rainwater, I use reverse osmosis (RO) water made with this under-the-sink RO water filter. It's far cheaper (and more sustainable) than buying bottled RO water.

[Click here to view the resource >](#)

# Focus on what you do best and leave the enablement to us.

Being an effective and engaged sales professional is one of the keys to guaranteeing your business's success. Unfortunately, many small business owners think they are "Not in Sales." As a business owner, YOU ARE IN SALES. Therefore, it is critical that as small business owners, you become the confident, well-rounded, skilled salesperson that will perform best for your business. Sales enablement will help streamline your sales to ensure the shortest buying cycle to your business revenue.

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