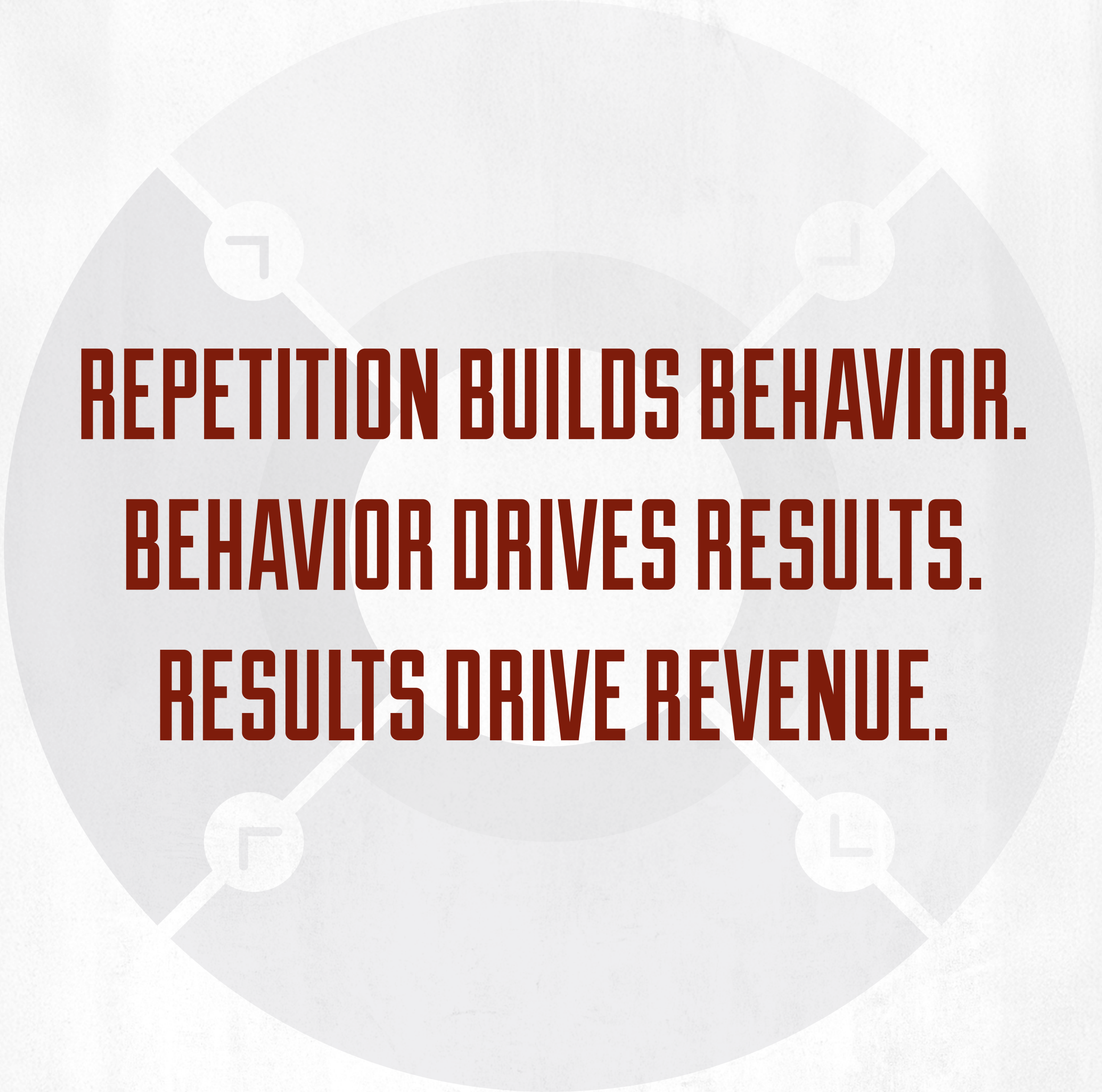


REPS

FRAMEWORK



The Sales Enablement System That
Builds Muscle Where It Matters



**REPETITION BUILDS BEHAVIOR.
BEHAVIOR DRIVES RESULTS.
RESULTS DRIVE REVENUE.**

INTRODUCTION

Most enablement efforts stop at training. The REPS framework goes further — turning strategy into action, and action into revenue.

THE REPS FRAMEWORK

Pillar	Purpose	Core Question
R = Ready the Team	Align on what matters	Do reps know what to do and why?
E = Equip with Tools	Provide what’s needed	Can reps find what they need when they need it?
P = Practice via Training	Build skills & confidence	Have reps internalized the behavior(s)?
S = Support w/ Coaching	Reinforce and evolve	Are managers turning reps into consistent performers?

READY THE TEAM

If reps don't know what's expected, they won't change. Readying the team starts with translating business priorities into specific, observable sales behaviors.

	Collaborate with execs to define 1–3 sales priorities per quarter
	Craft a clear, observable Call to Action (e.g., “Engage senior buyers by week 2 of every deal”)
	Define success metrics (win rate, ASP, deal velocity)
	Bake the CTA into plays, onboarding, training, and coaching

Quick Win: Use this prompt: *“If every rep did ____, what would move the business forward?”*

EQUIP WITH TOOLS

You can't build skill with broken tools. Equipping isn't about dumping content — it's about surfacing the most relevant assets at the moment of need.

	Audit and govern content (remove the noise)
	Organize by rep use cases, not marketing categories
	Create Sales Plays and Sales Kits using the Know-Say-Show-Do model
	Integrate into CRM, LMS, DSRs for just-in-time delivery

Quick Win: Tag top-performing assets and map them to deal stages.

PRACTICE THROUGH TRAINING

One-time training doesn't change behavior. Reps need reps — repeated practice tied to real scenarios. Training should teach reps what good looks like and give them space to build muscle memory.

	Build blended learning programs (on-demand + live)
	Align training modules to the CTA and Sales Plays
	Include assessments that require application (not just recall)
	Track behavior change, not just completions

Remember: Use call reviews, peer demos, or manager observation to verify reps are applying new behaviors in the field — not just passing quizzes.

SUPPORT WITH COACHING

Training introduces the rep to the behavior. Coaching cements it. Managers are the most powerful force in making behavior stick — but only if you enable them to coach effectively.

	Build a coaching playbook tied to the CTA
	Train managers on how to give feedback using rubrics and real calls
	Track coaching frequency and quality
	Use rep scorecards to visualize progress over time

Quick Win: Launch a 30-day coaching challenge around a single behavior.

MEASURING REPS

Measurement proves impact, guides improvement, and keeps enablement aligned to business goals. Without it, you're just guessing.

Metric Area	Sample Metrics
Readiness	% reps who can articulate the CTA
Equipping	Time-to-find content, pitch adoption rate
Practice	% behavior-based certifications complete
Support	Coaching session logged, win rate deltas

Remember: Regularly collect input from reps, managers, and stakeholders to refine your program. Optimization isn't optional, it's how you stay relevant.

PRE-LAUNCH CHECKLIST

Use this checklist to validate that your initiative is strategically sound, behavior-focused, and scalable.

Readiness

- ☐ Have we defined a clear Call to Action?
- ☐ Is it aligned with top business priorities?
- ☐ Can managers and reps explain the behavior we're driving?

Equipping

- ☐ Have we created the right content to support our program?
- ☐ Is content organized and accessible in the flow of work?
- ☐ Have we included a Sales Play or quick reference guide?

Practice

- ☐ Is training tied to the specific behavior we want to adopt?
- ☐ Are there opportunities for practice (role-play, video, etc.)?
- ☐ Have we built assessments to confirm understanding?

Support

- ☐ Are managers equipped with a coaching guide or rubric?
- ☐ Do they know how to reinforce the behavior?
- ☐ Is there a plan to track coaching and behavior application?

Success Signals

- ☐ Have we defined how we'll measure success (KPIs, etc.)?
- ☐ Do we have a plan for gathering feedback?
- ☐ What is our plan for optimization post-launch?

PROGRAM MATURITY SCORECARD

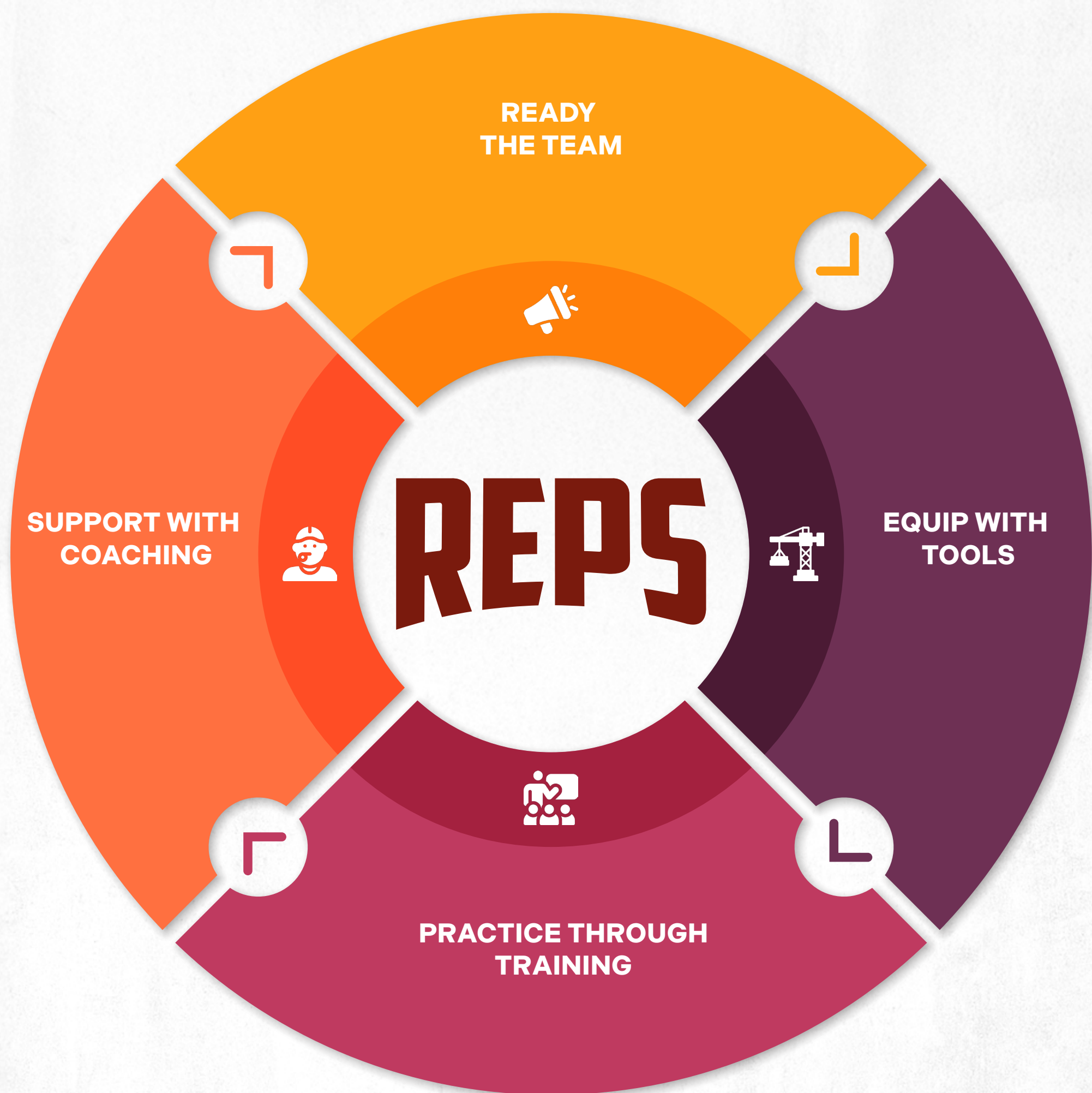
Use this scorecard to assess your enablement program’s maturity across each pillar of the REPS framework. Identify where you stand today—and where to focus next to drive measurable behavior change.

	Basic (+1)	Developing (+2)	Established (+3)	Integrated (+4)	Optimized (+5)	Score
Readiness	Enablement is reactive. No clear alignment to business goals or behavior change.	There is some alignment, but priorities are vague or not actionable for reps.	Clear business goals are defined, but reps and managers aren’t fully bought in.	Specific Calls to Action are defined and tied to business outcomes. Most reps understand expectations.	Calls to Action are embedded across content, training, and coaching. Reps and managers use them as a daily guide.	
Equipping	Content is scattered or hard to find. Sellers don’t trust or use it.	Content is collected centrally, but organization and governance are weak.	Basic tagging and structure exist, with some Sales Plays in place.	Content is governed, easy to access, and tied to Sales Plays or buyer stages.	Content is dynamic, contextual (CRM or DSR-delivered), and usage is tracked and optimized.	
Practice	Training is infrequent, unstructured, and focused on product dumps.	Onboarding and training exist, but are mostly passive and generic.	Training is tied to behaviors and includes basic practice and assessments.	Training is scenario-based, with active practice and clear behavior targets.	Training is iterative, personalized, and directly linked to sales outcomes and metrics.	
Support	Coaching is inconsistent or nonexistent. Managers aren’t involved.	Managers do some coaching but lack tools, time, or focus.	Coaching happens regularly and includes feedback on core selling behaviors.	Managers use scorecards and rubrics to coach to specific enablement goals.	Coaching is standardized, data-driven, and embedded in pipeline and performance reviews.	

Total Score	Stage	What it Means
4-8	Getting Started	You’re in startup mode. Focus on alignment and basic infrastructure.
9-13	Building Muscle	You’ve got traction. Start integrating REPS pillars more intentionally.
14-17	Hitting Stride	You’re running solid programs. Now optimize for consistency and scale.
18-20	Peak Performance	You’re driving behavior change and measurable business impact. Time to accelerate.

ENABLEMENT IS NOT LINEAR

Enablement isn't a straight line — it's a continuous cycle. REPS is designed to repeat, evolve, and strengthen over time as behaviors take root and business goals shift.



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