

## **Kelli Stephenson wakes up every morning with 2,000 people on her mind —**

**salespeople, that is.** As she turns off her alarm clock, prepares her children's lunches and stands in line to buy her grande mocha latte, she contemplates what she and her team can do to better enable their company's 2,000-strong sales force to sell.

**You see, for Kelli, sales enablement isn't just a career... it's a calling.**

**No doubt you are familiar with Kelli's company, Experian.** They may be best known for their consumer and business credit reporting or, as they put it, for "providing actionable insights to their clients." But that's not all they do. They have many other products and offerings, including marketing services. And with \$4 billion in annual revenue, they are clearly doing something very right.

**Kelli Stephenson didn't start out in her current role as Experian's VP of Sales Effectiveness. That's a position she worked her way to over time.**

But in each role she held, Kelli always understood how important it was to provide her company's salespeople with tools that would accelerate the sales process. And through the years, she learned that that best way to drive adoption of these tools is to get out there and connect with sales leaders across the globe and show the value.

**One of those tools is Kadient.** Kelli first started using Kadient to automate the RFP process back when she managed that group. She knew that there had to be a faster way to create an RFP and she was right. Implementing Kadient cut the amount of time needed to create proposals in half (and that was on a bad day). By word-of-mouth the benefits of Kadient spread throughout the company and other groups wanted access.

It's not too surprising that with all this success, Kelli got promoted. And as she took on more responsibility within the organization, she took Kadient with her.

**The next challenge Kelli faced was conquering a mountain of sales content.**

It was stored here, there and everywhere. Reps were using old stuff and making up their own stuff when they couldn't find what they were looking for. The amount of time it took to pull together sales materials was unacceptable. Kelli needed to find a way to put it all in one location and make it super easy for people to find and customize what they needed to sell.

**Kelli turned to her trusted partner, Kadient.**

She found that Kadient's sales content management capabilities could enable her to reign in the content and give Experian's global sales team access to all the most up-to-date PowerPoints and documents. Implementing Kadient gave sales reps more time to do what they were hired to do—work deals. **Show me the money!**

An example of Experian's success is found in a sales rep who works in the company's UK office. As a relatively new rep, began using Kadient to create her sales communications. She quickly caught up with and even surpassed the top reps in her group. **After four months of using Kadient, her average monthly revenue increased by 300%.** In fact, one month she brought in the highest monthly revenue number ever achieved for someone in her role.

**"While this salesperson is one of many representatives, she's helped to demonstrate the benefits of Kadient. And with her story, we are driving toward 100% adoption."**

That's Kelli talking.

What's next for Kelli and her team?

**She's just leading Experian's global effort to create an even better tools and technologies kit for the sales team,** with a keen focus on cross-selling and customer loyalty.

**And part of her job is getting reps comfy, cozy with new product lines.**

Experian frequently acquires new products. And it's no secret that salespeople sell what they know. Kelli and her team are charged with making it easier for reps to get the knowledge they need to sell new products that are often neglected.



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### Another challenge:

Every new sales team that joins the Experian has their own sales process that they bring to the table. **Messy.**

“To get salespeople out of their comfort zone, you have to make it easy for them to learn how to have a different conversation with the client to sell something new. Learning new skills is a good start, but without on-going reinforcement of the concepts and the ability to execute against those new skills, meaningful change will not occur,” says Kelli.

### To meet these challenges, Experian will employ Kadient’s newest solution, Sales Playbooks.

The Sales Effectiveness team will create and launch playbooks for the various products and make it available to rep right within their CRM system, Oracle CRM on Demand.

**Here’s how it will work:** when a salesperson opens an opportunity they are a working, a Sales Playbook is recommended to him or her (right on the same screen). It guides the rep through the sales process (a unified sales process Kelli’s team is launching company-wide) and provides them with the content, messaging and tools they need to sell that product to that opportunity.

Kelli’s says it best. “**We are creating playbooks that effectively guide sales reps through the optimal sales process for their product lines and we expect that the result will be faster ramp up time for new reps and all around higher productivity. We also see playbooks as the vehicle that will help us drive standardization around a new sales process that we will roll out to the sales force.**”

### Tell us your secrets, oh sales enablement SUPERSTAR!

Any aspiring sales enablement professional can stand in awe of Kelli and the work she’s done at Experian. We sure do. She’s a driving force for sales enablement with an amazing track record of success. How does she do it? What’s her secret? Here it is, straight from the superstar’s mouth:

- 1. Be persistent**
- 2. Partner with sales execs who share your vision**  
(or at least are open to it)
- 3. Don’t force it—if someone doesn’t embrace change, move on to someone else who needs your help**
- 4. Partner with companies that not only have the technology you need, but who will work to help you succeed**