

Sales Enablement Society Uses Zoom to Build a Network of Trust Across the Globe

Customer: Sales Enablement Society, a nonprofit volunteer organization for sales enablement professionals

Challenge: Needed a communications service with strong, reliable video to engage volunteers scattered around the world

Solution: Zoom was able to connect and build trust among not only the volunteers, but also with partners, members, promoters, and speakers

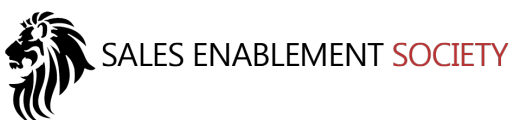
Result: The Society hosted an incredibly successful first member conference, and continues to use Zoom for daily operations

Established in 2016, the Sales Enablement Society is a nonprofit membership organization dedicated to advancing and elevating the role of sales enablement practitioners and organizations on a strategic level. Their members are leaders working in sales enablement roles largely for corporate organizations. Members represent sales, corporate marketing, product and solution marketing, training and development, sales operations, and other client facing leadership positions. With more than 2,700 members worldwide, the Sales Enablement Society is a leading driver of sales enablement industry engagement, creating compelling experiences for its members while driving the strategic advancement of the profession through its 40 global chapters, thought leadership, strategic content, and conferences.

Challenge

By August 2017, the Sales Enablement Society was ready for their first, full-scale society conference. However, running on volunteer efforts, the society had limited time and resources to accomplish their immense goals. Volunteers were spread all over the globe, didn't know each other, in different professions, and had never seen a conference this size be put together through online communications. The distance made it difficult to create the trust and unity required to take action. The conference was a big turning point for the society, and it was not clear whether the volunteers could pull it off.

“Our main problem was a lack of trust and clarity. We tried a number of conference software solutions, but the meetings were never focused. We never knew who was talking when we used audio only, and it was hard to get people to use video. The number one thing we needed was engagement through reliable video to build trust and relationships between



For more information, visit the SESociety Hub at SESociety.org, follow them on Twitter at @SESociety, and like their facebook at /SalesEnablementSociety/

strangers located across the globe,” says Britton Manasco, a founding member of the Sales Enablement Society.

Solution

Using Zoom, the Sales Enablement Society was able to break down the distance barriers and create the engagement needed to build trust and relationships. Zoom’s focus on face-to-face video communications helped volunteers from different locations connect and work collectively. The society’s weekly conference planning meetings became more engaging and efficient, and more volunteers began to join in and take on bigger responsibilities. Not only was Zoom great for internal communications, messaging, meetings, and interviews, it became crucial in creating partnerships and promotions. In sales calls for sponsorships, Zoom helped society volunteers quickly cross the trust barrier to close sponsorship deals.

Additionally, Zoom was instrumental in creating video testimonials to promote the conference on social media, selecting speakers, and developing speaker content. **“Zoom’s split screen video feature was great for interviewing sales enablement professionals, and the automatic recording feature made social media promotion easy and reliable. When we were recruiting speakers, having face-to-face connections helped bring a comfort level that generated commitment. All these different assets became the tools that we relied on a daily basis to build the conference, message effectively and create engagement,”** says Walter Pollard, another founding member of the society.

Result

The Sales Enablement Society’s first conference was a success, bringing together almost 300 people in a sold-out venue. The society also generated net positive revenues through sponsorship funding and tickets. Using Zoom’s Facebook live integration, the society was also able to broadcast the conference easily to build their audience.

Even after the conference, the society continues to use Zoom in their operations to connect volunteers both at the local chapter level and at the global level. **“Zoom is an invaluable toolset for sales enablement as a whole. Whether you’re training sales reps or whiteboarding sessions with an organization, Zoom helps build engagement between parties. I can’t imagine having such dynamic meetings just over the phone,”** says Pollard. The Sales Enablement Society plans to use Zoom in many aspects of their organization as it grows, including new certification programs, educational meetings, webinars, and chapter meetings.



About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is a private company headquartered in San Jose, CA.