



# SALES FUNNEL



## ENABLEMENT MATERIALS MAP

To better understand where your messaging needs to show up, here's a high-level sales funnel—mapped to the enablement content your team likely needs at each stage:



**AWARENESS >  
DISCOVERY**

**DEMO > EVALUATION >  
OBJECTION HANDLING**

**DECISION >  
PROPOSAL > CLOSE**

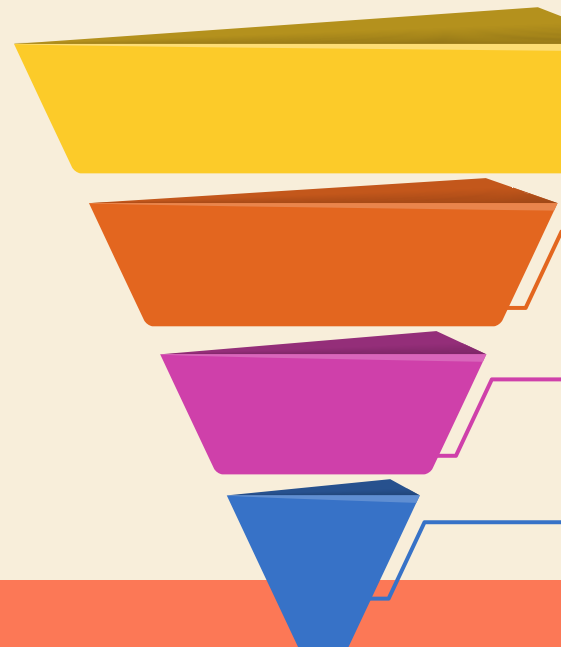
**DELIVERY >  
GROWTH**



This funnel isn't just for sales.  
It's a map for where your message needs to  
show up—consistently and strategically.

If your message only lives at the top (the deck,  
the homepage), it breaks under pressure in the  
middle and bottom. And that's where most deals  
are won or lost.

Use this framework to audit where your current  
messaging is strong—and where sales is likely  
flying blind.



# TOP OF FUNNEL

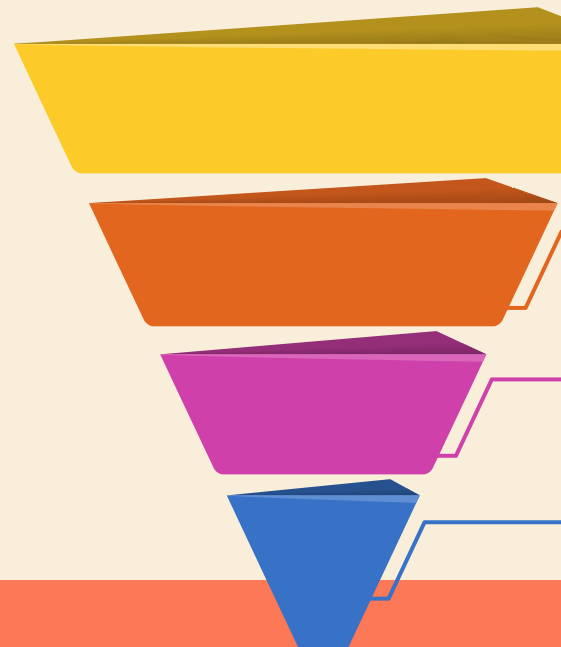
## AWARENESS > DISCOVERY

### GOAL

Spark interest, qualify fit

### ENABLEMENT NEEDS

- Persona one-pagers
- Discovery call cheat sheets
- Email openers and talk tracks
- “Why now” messaging
- Landmine phrases (early differentiation)



# MID FUNNEL

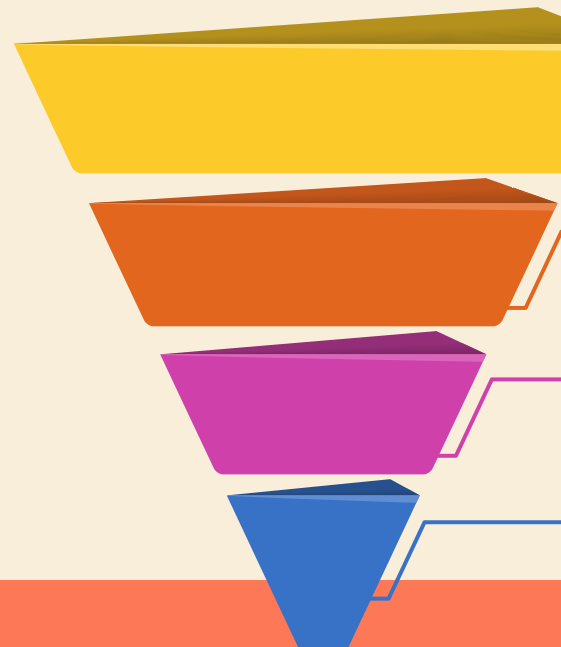
DEMO > EVALUATION > OBJECTION HANDLING 

## GOAL

Build urgency, differentiate, overcome friction

## ENABLEMENT NEEDS

- Modular sales slides by vertical or use case
- Objection handling language
- Product proof points (benefits over features)
- Competitive trap-setting and “why us” bullets
- ROI calculators and value summaries (used to justify investment before proposal)



# BOTTOM OF FUNNEL

DECISION > PROPOSAL > CLOSE 

## GOAL

Reinforce confidence, reduce perceived risk

## ENABLEMENT NEEDS

- Case studies by segment or pain
- Proof point one-pagers
- Mutual action plans (MAPs)
- Security/IT enablement docs
- Pricing FAQs
- Evaluation checklists or executive summaries



# POST SALE

DELIVERY > GROWTH

## GOAL

Maintain trust, lay foundation for retention or cross-sell

## ENABLEMENT NEEDS

- Messaging handoff document (internal + external)
- Onboarding pitch or kickoff deck
- CS/partner playbooks
- Cross-sell or upsell pitch kits



 **IS YOUR FUNNEL FULL OF GAPS?**  
**ENABLE EVERY STAGE** 

**Your messaging is only as strong  
as the places it shows up.**

**Let's turn your story into a system  
your sales team can use.**

**LET'S TALK!**