

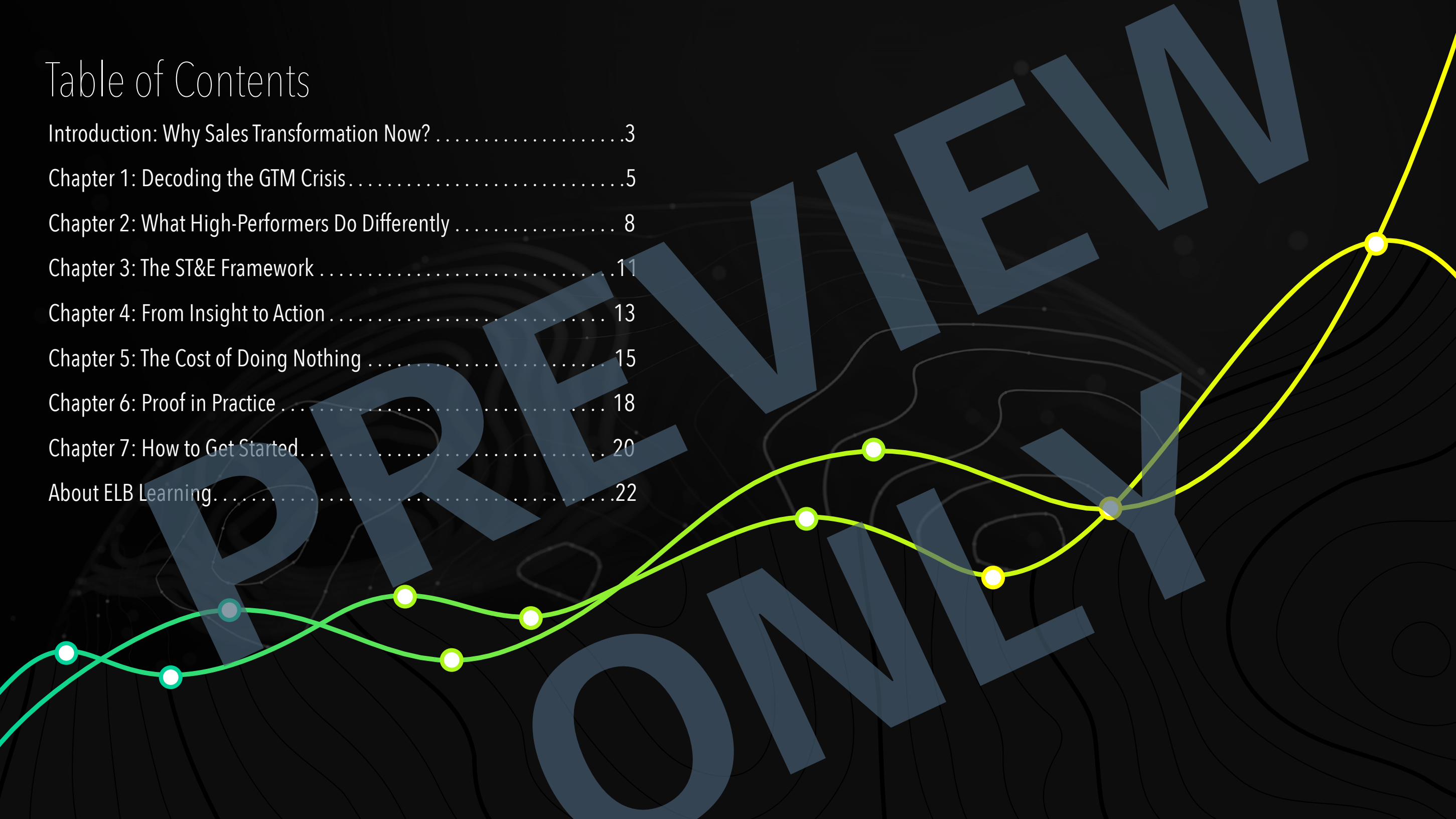
Sales Transformation & Enablement (ST&E)

The CRO's Playbook for Quota
Confidence, Rep Performance,
& GTM Precision



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INTRODUCTION

Why Sales Transformation Now?

If you're leading a commercial team in 2025, you're no stranger to the noise: AI-generated outreach, bloated tech stacks, a shrinking attention span from buyers, and an ever-expanding cast of stakeholders. You're also no stranger to pressure. Executive teams want predictable growth. Boards want margin expansion. And your chief revenue officer (CRO) dashboard? It's flashing red.

The truth? Sales isn't broken. It's outdated. It's still optimized for a world where product knowledge, polished decks, and grind-it-out activity were enough. But today's buyer is digitally native, informed, and allergic to friction. Your team needs more than inspiration. It needs transformation.

In the wake of AI disruption, economic uncertainty, and evolving buyer behavior, sales organizations are facing a critical inflection point. According to McKinsey, 76% of B2B sales leaders are actively rethinking their GTM models in 2025. The era of black box funnels and fragmented enablement is over.

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From Insight to Action

Strategy without execution is just slideware and aspirational vaporware. That's why the ST&E model doesn't stop at diagnosis. It's engineered to activate change across every layer of revenue performance.

The journey begins with an initial consultation and benchmark diagnostic. We gather your baseline metrics for performance, including quota attainment, ramp time, deal velocity, and rep engagement, and then map them against high-performing peers. This isn't vanity data, it's the blueprint!

From there, ST&E builds. We redesign the GTM architecture, map buyer journeys, and clarify team roles. We identify where your coaching is falling short and where your reps are failing to convert.

Introducing Sales Transformation & Enablement



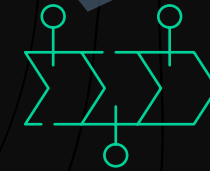
ST&E Overview

Systemic approach targeting GTM effectiveness



Complimentary Diagnostic

Assess organizational gaps vs. best practices



Next Steps

Schedule roadmap-planning session



ELB Learning is a full-spectrum provider of award-winning learning solutions, tools, and talent development services. From custom content to AI, gamification, and sales transformation, we empower organizations to activate their people and drive business outcomes.

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