CONCEPT

Sales Enablement and Sales Operations Course: Playbooks, Rep Ramp and Pipeline Analytics

19 – 23 April 2027
Dubai - Five-star CBD venue



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Ref: 1626_25847 **Date:** 19 – 23 April 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Sales enablement and sales operations, covering playbooks, rep ramp and pipeline analytics, is a 1-week course for sales leaders and commercial support teams setting up a revenue-operations function, ending with a Sales Enablement and Operations Function Blueprint. Many sales organisations add sellers and software without a team that owns selling content, new-hire readiness, CRM data quality and pipeline reporting, so ramp stretches and forecasts lose credibility. Nominees already lead or support sales teams; teaching uses multi-sector case studies. CoreConcept Training Center delivers this sales enablement and sales operations course.

Course Objectives:

- Define the charter, scope and service catalogue of a sales operations and enablement team and its interfaces with marketing, finance and customer success
- Build sales playbooks, competitive battlecards and a governed content library that sellers use in live deals
- Design a new-seller onboarding path with ramp milestones, certification checkpoints and time-to-productivity measures
- Set CRM data stewardship rules, field ownership and data quality scorecards that keep opportunity records reliable
- Analyse funnel conversion, win-loss and pipeline health data to give sales leaders decision-ready reports
- Specify the sales technology stack, planning data support and enablement return measures in a Sales Enablement and Operations Function Blueprint

Target Audience:

- Sales leaders responsible for building or restructuring the commercial support function behind a sales force
- Managers who own sales operations, CRM administration or sales reporting
- Managers responsible for seller training, onboarding and sales readiness
- Commercial planning managers who prepare territory, quota and capacity data for leadership decisions
- Marketing and customer success managers who share pipeline data and account handovers with sales

Course Outline:

Day 1: Sales Operations and Enablement Foundations and Function Assessment

- Sales Operations Versus Sales Enablement Versus Revenue Operations Scope Map
- Function Charter and Internal Service Catalogue Drafting
- RACI Matrix for Sales, Marketing, Finance and Customer Success
- Seller Time Study and Selling Versus Non-Selling Activity Split
- Current-State Maturity Scorecard for Process, Data, Content and Tools

Day 2: Playbooks, Battlecards and Sales Content Models

- Sales Playbook Architecture by Segment, Stage and Buyer Persona
- Competitive Battlecard Template With Landmines and Trap-Setting Questions
- Objection Handling Library and Approved Talk Track Bank
- Content Lifecycle Governance From Request to Retirement
- Content Usage and Influence Analytics Linked to Won Deals

Day 3: Seller Onboarding, Ramp and CRM Data Stewardship

- 30-60-90 Day Onboarding Path With Readiness Gates
- Ramp Time and Time-to-First-Deal Measurement Method
- Seller Certification Checkpoints Using Pitch and Demo Scoring Rubrics
- CRM Data Dictionary and Field Ownership Matrix
- Data Quality Scorecard for Duplicates, Stale Opportunities and Completeness

Day 4: Pipeline Analytics, Planning Support and Sales Tooling Risks

- Funnel Conversion Waterfall and Stage Leakage Analysis
- Win-Loss Interview Method and Loss Reason Coding
- Territory and Quota Planning Data Packs for Sales Leaders
- Sales Technology Stack Audit for Overlap, Adoption and Cost
- Deal Desk Approval Workflow for Discounts and Non-Standard Terms

Day 5: Case Study Practice and the Function Blueprint

- Multi-Sector Case Organisation Diagnosis Using the Maturity Scorecard
- Case Playbook and Battlecard Set for One Priority Segment
- Case Onboarding Path and Data Stewardship Rule Set
- Enablement and Operations KPI Dashboard With Return Measures
- Sales Enablement and Operations Function Blueprint Completion

Skills You Will Gain:

- Sales Operations Function Design
- Sales Playbook Development
- Competitive Battlecard Writing
- Seller Onboarding Design
- CRM Data Stewardship
- Funnel Conversion Analysis
- Sales Technology Stack Rationalisation
- Enablement Return Measurement

Why Attend This Course:

- Deliver a Sales Enablement and Operations Function Blueprint to the sales director and the executive team for approval of the new function
- Decide which playbooks, tools and data rules the sales organisation needs first, and which requests the new team should decline
- Avoid long ramp periods, unreliable pipeline records and duplicated sales software licences that raise the cost of selling
- Equip colleagues in sales and marketing with shared playbooks, battlecards and CRM data definitions

Conclusion:

Back at work, the participant presents the Sales Enablement and Operations Function Blueprint to the sales director and the executive team. Leadership uses it to decide the team's charter, headcount and opening priorities, approve the onboarding path and data stewardship rules, and choose which sales tools to keep, consolidate or retire. After the first full onboarding cohort and one quarterly pipeline review, the unit should compare ramp time, data quality scores and forecast reliability with the blueprint's baselines and adjust its service catalogue.

Frequently Asked Questions FAQ:

What should participants know before a sales enablement and sales operations course?

Participants should already lead or support a sales team and be familiar with CRM reports and pipeline stages. Bringing an anonymised sales playbook, onboarding plan or pipeline report from their own organisation makes the case work more useful.

How does sales enablement and sales operations differ from a sales management course?

It builds the support function behind the sales force: playbooks, seller onboarding, CRM data rules, pipeline analytics and tooling. A sales management course concentrates on leading the team itself, setting targets and coaching representatives, which this course touches only through planning data support.

Why do organisations separate sales enablement from sales operations?

Sales operations analyses data, runs systems and supports planning decisions, while sales enablement turns those decisions into content, training and seller readiness. Separate goals and measures avoid duplicated effort, yet both teams need a shared cadence and common data definitions.

What does a participant take back from a sales enablement and sales operations course?

A Sales Enablement and Operations Function Blueprint for a case organisation, covering the team charter, playbook and battlecard set, onboarding path, CRM data stewardship rules, pipeline analytics and tool plan, ready to adapt to the participant's own sales organisation.