

KAIROS INSIGHTS

Connecting Technology to Business
to Align Product, Marketing, and Sales

Hi Ratika,

Welcome to **KAIROS** Insights, the monthly newsletter where we curate stories that talk about how technologies are making a business impact and discuss strategies that help sales, product, and marketing get aligned. In this issue, our newsletter talks about sales enablement and the role it plays in overall sales and marketing alignment. Research shows that 70% of all content created by marketing isn't used by sales. Having a sales enablement strategy that is aligned to the street-level reality of sales, is the only way to win as an organization. Our theme for the month is 'Align with Sales Enablement', and all our stories talk about this. I hope you takeaway some important insights from these articles.

Our featured podcast episode on the **Alynment** podcast goes well with the theme of the month too! **Jennifer Robinson** with over 20 years of experience in sales enablement spoke to me about the strategies for alignment success. It was a great conversation that raised a few questions and answered many more. Enjoy.

Stay safe!

Ashish Jain
CEO & Co-founder,
[KAIROS Pulse](#)



5 Things to Keep in Mind when Building a Sales Enablement Strategy

The average B2B buyer **consumes 13 pieces of content** before making a purchase decision which is why every interaction with the buyer should add value. [Read More>>](#)



The Ultimate Competitive Analysis Checklist: 7 steps to know your competition

Information is a powerful thing. Here are 7 steps to knowing your competition before you go-to-market plus some great growth hacks! [Read More>>](#)



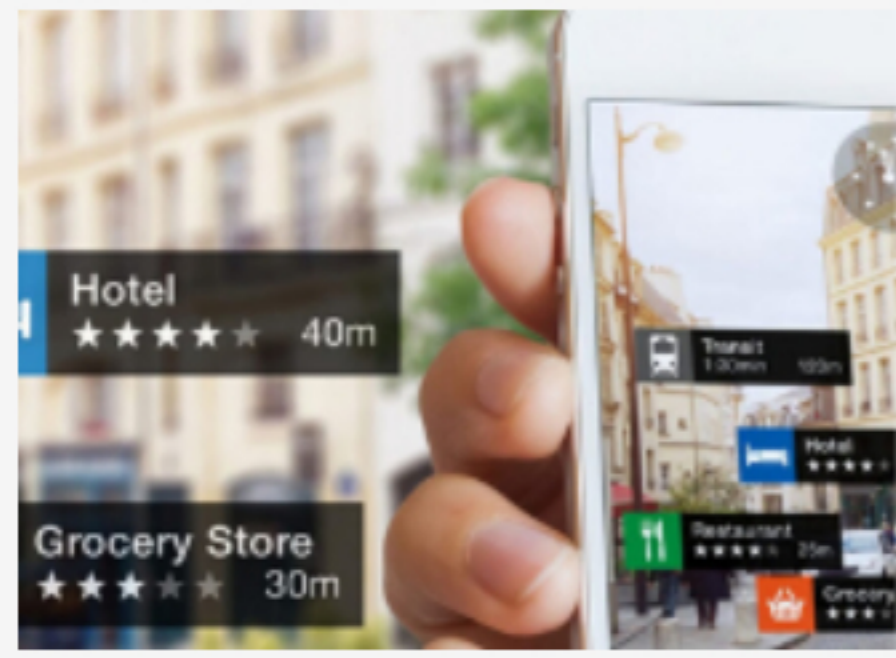
6 Crucial Steps to Master the Competitive Battlecards

Battlecards provide that sing snapshot view of your product's competitive advantages and are a mandatory sales enablement tool you must have in your arsenal. [Read More>>](#)

Podcast: Who owns sales enablement and how can marketing create content relevant for sales? with Jennifer Robinson

Research shows that 70% of all marketing content remains unused by sales. Such misalignments are often at the core of many broken organizations. So how do we bridge the gap and make these two strategic activities focus on a common goal? Let's hear what the experts say! Jennifer Robinson is a Sales and Marketing Alignment enthusiast with over 20 years of hands-on experience in sales enablement.

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Is 5G network slicing the missing link for widespread adoption of AR?

Without the higher costs of special devices, why is AR not taking off? Is it that the networks are simply not capable of delivering the connectivity these real-time applications need? [Read More>>](#)



How Artificial Intelligence Can Help You Sell More with Rob Kall

Will AI replace sales professionals or will it empower them? How can AI be put to good use to supercharge their efforts to up win rates? Here's a conversation with the Co-founder of Cien. [Read More>>](#)



Now entering phase 2: What to Expect from the Next Version of 5G

The 3GPP just announced the release of Phase 2 in which 5G will expand the use of networks by vehicles and IoT devices, and tap into unlicensed spectrum. [Read More>>](#)

About KAIROS Pulse

We help product marketing and sales enablement teams of B2B tech companies scale and grow.
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