

EY Sales Enablement Hub

EY is the right go-to-source for Sales Enablement



The better the question. The better the answer.
The better the world works.



Shape the future
with confidence

“

We adore and we help sales
for one good reason:
no sales, no business!

Introduction

Today, learning is king.

Sales learning and sales enablement in a workplace that is going through a mega transformation and experiencing a huge digital disruption, is not just an option; it is a prerequisite for thriving.

Organizations must ensure that their sales teams are being skilled, re-skilled and up-skilled, hitting the “learning gym” continuously and consistently.

To empower sales teams, EY has launched the **EY Sales Enablement Hub** in Greece. We support organizations:

- Providing them with a situational selling approach for juggling skillfully between consultative and insight selling, gaining a significant advantage and achieving sustainable growth.
 - Leveraging trust and relationship selling, but at the same time applying sales strategies, behavioral economics and neuroscience, to move the needle forward and closing deals.
 - With post-training activity and support, to ensure the adoption of new behaviors and their application on the job; learning is neither an easy, nor a simple journey!
- Finally, understanding that the principal purpose of any sales enablement intervention is to tangibly accelerate behavioral change and create business impact.
- The **EY Sales Enablement Hub** aims to help our clients assess whether a new initiative is working or not and understand what is the measurable value it brings to the organization and to the market.



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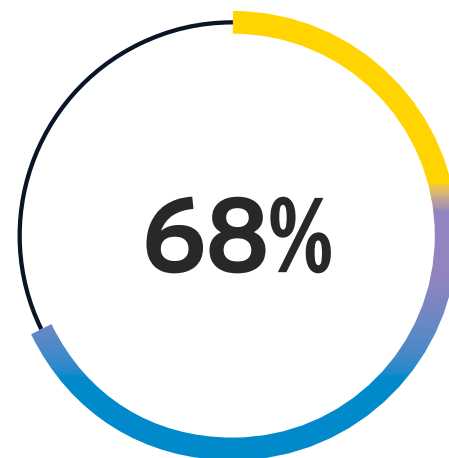
Why sales professionals are challenged today

The role of a sales professional was always a rather complicated and demanding job needing role-model selling and persuasion skills and experience.

Today competition getting fiercer, buyers have easy access to much information and many choices and the sales landscape got overall a lot more complex with 10+ customer stakeholders involved in every buying decision.

But the biggest challenge probably is that while sellers think they know their customers' needs, buyers feel otherwise.

Forrester Research conducted a survey across verticals and industries to assess what IT and business executives consider a valuable meeting. The common denominator was how unprepared most sales teams are. The major gap is a failure to explore and understand their customers' challenges and instead talking about products and capabilities.



of the customers need sellers to understand their business issues, according to Forrester Research.

EY is the right go-to-source for Sales Enablement

The EY research-based, bespoke and flexible sales enablement interventions, delivered by trainers with global experience, will enhance the sales performance of your teams, driving sales excellence and bringing measurable business impact and sustainable results.



Four areas to create value for our clients

1

Sales

- Consultative selling
- Insight selling
- Design thinking for sales
- Retail selling
- Outbound/Inbound selling
- Remote selling
- Sales assets design



Many salespeople are one-dimensional in their approach. We firmly believe in situational selling and we help salespeople to assess each situation accurately, choose the right sales approach and tools, and execute effectively winning their deals.

3

Coaching

- Sales empowered by Neuroscience
- Sales coaching training
- Sales coaching one-on-one
- Deal coaching
- Field coaching



All sales leaders believe that coaching is absolutely necessary but only few of them make time for it. They often invest in the development of their people but they overlook the fact that if new skills and information isn't applied, people forget about 75% of it after just six days. We provide sales leaders with the right coaching framework, skills, behaviors and tools for ensuring the new critical sales skills adoption.

2

Negotiations

- Effective negotiation behaviors
- Negotiation strategies & tactics
- Negotiation simulation
- Negotiation tools

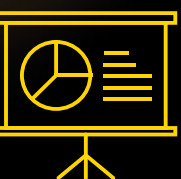


Often sales professionals mistakenly think that they should negotiate only during the last stage critical price negotiations or they rely much on their communications skills lacking preparation. We equip sales teams with the tactics, strategies, behaviors and tools that effective negotiators apply throughout the whole sales and negotiation journey, capturing value for their organizations.

4

Presentations

- Winning sales presentations
- Persuasive content
- Presenting style
- Remote presentations
- Practice & feedback workshops



Two out of three professionals would do anything to avoid a presentation because they fear speaking in public. A typical sales professional prepares a huge slide deck that is 90% product centric instead of being customer centric. We help sales professionals to deliver presentations that are both convincing and memorable. We prepare them for delivering winning sales presentations.

Sales Enablement around the Buying Journey



EY Sales Enablement Hub | Key Pillars

Bespoke solutions

Tailored training and enablement programs designed specifically for our clients' business, addressing their unique challenges, aligning with their sales strategy and focusing on their sales teams' skills gaps.

In the flow of work

Post-training support and coaching on the job for ensuring the adoption and application of the new behaviors.

Return On Expectations (ROE)

Go beyond monitoring the training activity. Track the behavioral change and measure the achieved business impact.



EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multi-disciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

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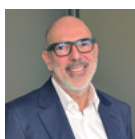
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