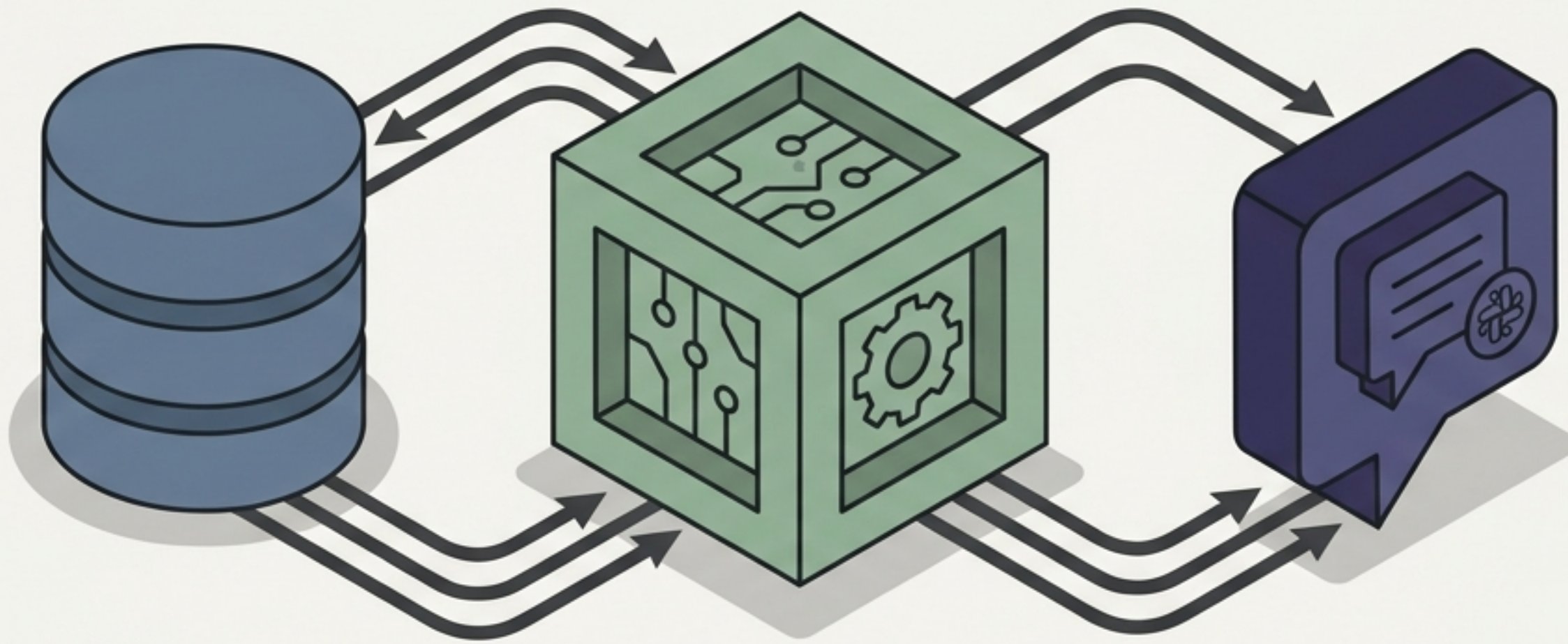




Just-in-Time Sales Enablement

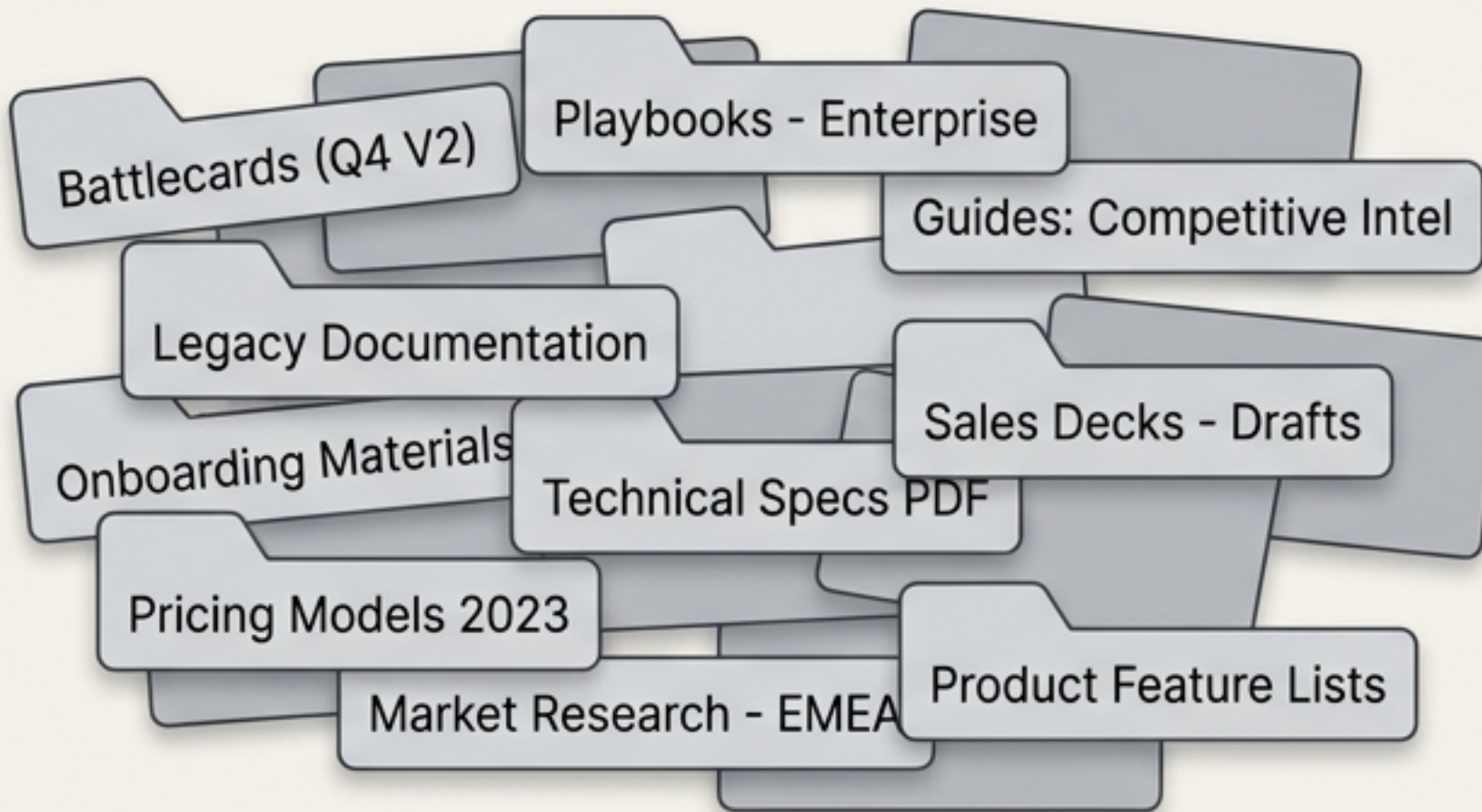
Delivering Contextual Playbooks into Rep Slack Channels via AI

Transforming the digital heartbeat of sales from reactive search to proactive intelligence.

The Friction of Digital Dust Collectors



Searching 1,402 results...



Wasted Time

Valuable selling time spent searching rather than engaging prospects.

Irrelevant Information

Generic onboarding playbooks lacking specific mid-deal context.

Inconsistent Messaging

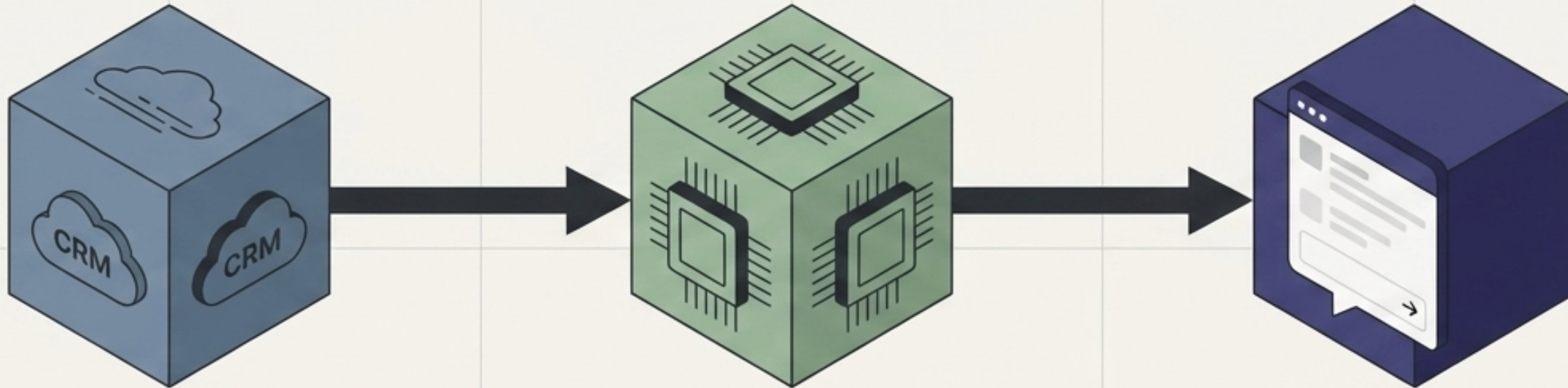
Reps deviating from approved positioning when unable to find the right asset.

The sheer volume of static knowledge bases forces a search-and-retrieve paradigm, leading to delayed access when every second counts mid-deal.

Moving from Reactive to Proactive Enablement

	Static Repositories	Just-in-Time Enablement
Delivery Model	Search and Retrieve	Receive and Apply (JIT Push)
Timing	Delayed access; requires active seeking	Immediate, automated delivery upon stage change
Context	Generic, bulk information	Dynamically adapted to specific deal characteristics
Workflow	Disrupts rep workflow to check portals	Seamlessly integrated into Slack channels

The Just-in-Time Architecture Flow



Step 1: Conditional Trigger

A deal stage changes in the CRM (e.g., shifts to Negotiation).

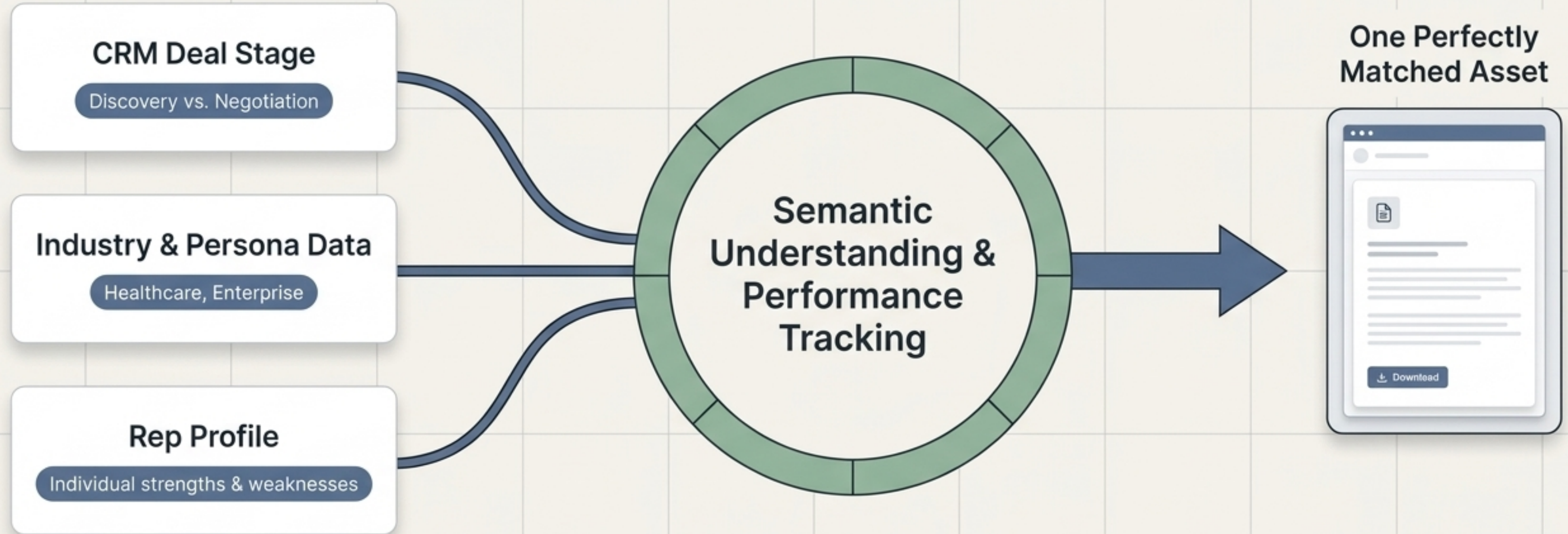
Step 2: Intelligent Curation

The AI analyzes the deal's specific attributes: industry, company size, and identified pain points.

Step 3: Automated Delivery

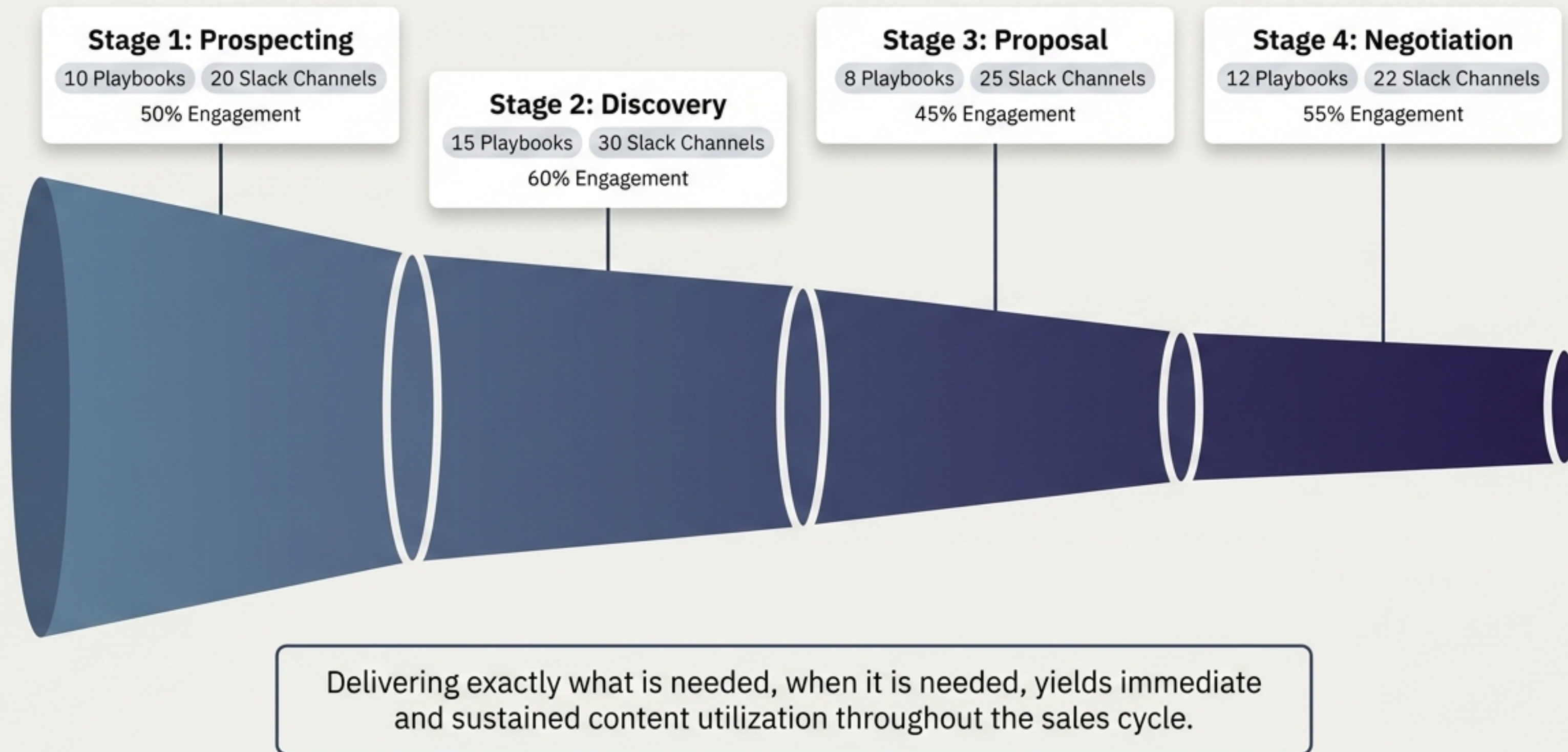
Precise playbooks are posted into the dedicated deal Slack channel with a templated message explaining relevance.

The Contextual Engine: Beyond Keyword Search

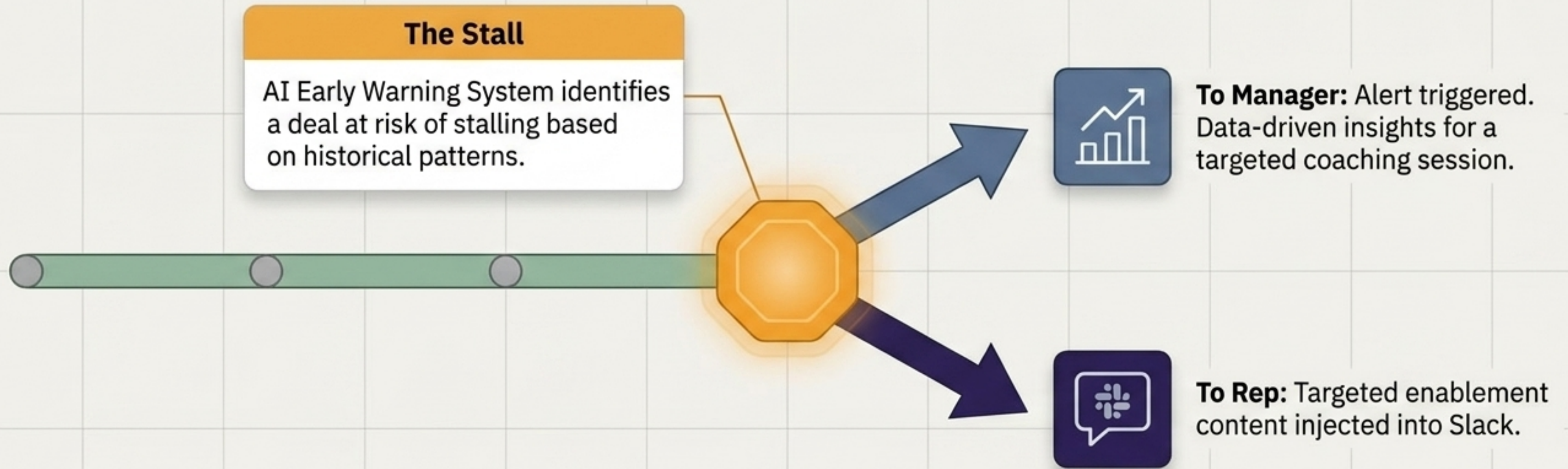


AI doesn't just categorize; it grasps the meaning of documents and links historical usage to deal outcomes to suggest the most effective proactive content.

Engagement Across the Smart Pipeline



Predictive Analytics for Proactive Coaching



Key Takeaway: Coaching shifts from reactive problem-solving to proactive skill development, addressing recurring bottlenecks before deals are lost.

The Implementation Strategy



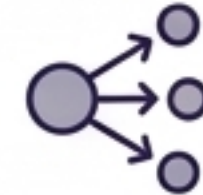
Step 1: Phased Rollout & Pilots

- Launch with innovative reps/managers.
- Establish continuous feedback loops.
- Iterate before scaling to the wider team.



Step 2: Content Tagging & Structuring

- Develop a standardized taxonomy.
- Execute metadata enrichment (deal stage, competitor, persona).
- Conduct regular content audits.



Step 3: Tech Stack Integration

- Develop secure API connections (CRM <-> AI <-> Slack).
- Design automated conditional workflows.
- Configure user permissions and data security.

The New Reality: Measuring Operational Success

Velocity

Improved Sales Cycle Length.



Efficiency

Maximized selling time vs. administrative search tasks.



Effectiveness

Increased Win Rates via targeted guidance.



Onboarding

Faster ramp-up for new reps.



Just-in-Time Enablement is not just an IT integration; it is a fundamental shift in sales strategy. By replacing digital dust collectors with a contextually aware system, we elevate collective intelligence and transform reactive sales teams into proactive, confident deal-closers.