

PREPARED FOR • ANONYMIZED CLIENT

SALES ENABLEMENT

The Ownership Roadmap

A four-stage progression that moves reps from running a call to owning the outcome



Four stages of ownership

Each step builds on the last, moving a rep from tactical execution to strategic control



Adoption

The roadmap runs through live cohort sessions where reps apply each skill in real scenarios, not lecture format

The format

- Reps move through the roadmap together as a cohort, creating shared language and accountability
- Sessions center on live practice, role play, and real deal scenarios pulled from the team's pipeline
- Facilitators guide the session; managers reinforce it in the field afterward

Who's involved

- Reps as active participants, not passive attendees
- Sales managers as reinforcement partners between sessions
- Limitless will run cohort sessions and calibrate skill application

Paced for readiness

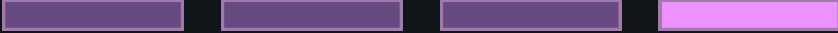
Reps advance when they've demonstrated the skill

How advancement works

- Each tier ends with a demonstration of the skill in a live or recorded scenario
- Facilitators confirm readiness before a rep moves to the next tier
- Individuals that don't pass are provided additional support to ensure readiness prior to the next training session

What this protects against

- Reps moving forward without actually owning the skill
- Training that feels like a checkbox instead of a capability shift



OUTCOME

Skill becomes instinct

The goal is not memorized scripts. It's reps who can read a room, hold their ground, and control a deal without forcing it

What changes

- Calls become more consistent and less dependent on any one rep's natural talent
- Deals move through pipeline faster, shortening the sales cycle
- Reps carry themselves with more command in high-stakes conversations

Ownership, at every stage, is what separates a good quarter from a repeatable one.

