



SALES ENABLEMENT CERTIFIED

Israel Hobson

The bearer of this certificate is hereby deemed knowledgeable in the basics of developing a marketing-driven sales enablement strategy. He/she has been tested on best practices that focus on setting goals, qualifying leads, creating a service-level agreement between marketing and sales, running smarketing meetings, using buyer personas and Jobs to Be Done, establishing a company-wide content strategy, and evaluating sales enablement technology.

Certified: Jan 22 2018 - Valid until: Mar 1 2019



CEO **Brian Halligan**