



## SALES ENABLEMENT CERTIFIED

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### **M. Frank Johnson, MBA**

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: Nov 6 2017 - Valid until: Jan 1 2019

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CEO **Brian Halligan**