



THE 5-STEP EXECUTIVE FRAMEWORK

FOR ROLLING OUT AI-POWERED SALES ENABLEMENT

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AI is rapidly reshaping how sales organizations coach, develop, and execute. But most companies won't fail because the technology doesn't work, they'll fail because adoption never takes hold.

Sales enablement leaders are facing a new challenge: introducing AI in a way that drives real behavior change, not just tool usage. Without structure, AI becomes another platform sellers ignore, managers don't reinforce, and executives struggle to measure.

This 5-step executive framework provides a practical, low-risk approach to deploying AI-powered enablement in phases; aligning adoption to how sellers actually learn, practice, and perform.

The outcome is not just faster rollout... but sustained execution, measurable performance lift, and scalable coaching impact.

A Crawl-Walk-Run Model for Driving Adoption, Execution, and Impact

CRAWL

Step 1: Assess Readiness Before You Deploy

Before introducing any AI platform, leaders must answer one critical question: Is the organization ready to use it effectively?

Readiness goes beyond technology. It includes:

- Sales leadership alignment and sponsorship
- Clarity around sales process and expectations
- Coach capability and manager engagement
- Content maturity (what "good" looks like today)

This step ensures AI doesn't become "another tool" but a targeted solution aligned to real performance gaps.

Executive Takeaway: AI accelerates what already exists. Assess first so you amplify the right behaviors, not the wrong ones.

CRAWL → WALK

Step 2: Start With One Team, Not the Entire Organization

One of the most common rollout mistakes is going big, too fast. Instead of launching AI across the entire sales force, identify:

- A single team, role, or region
- Clear success criteria

This controlled rollout creates a safe environment to learn, adjust, and prove value, without overwhelming the organization.

Executive Takeaway: Early wins create momentum. One team becomes the blueprint for scalable success.

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WALK

Step 3: Establish a Clear Execution Process

Technology alone doesn't drive behavior, process does. Successful AI enablement is grounded in a defined selling motion and follows a simple, repeatable execution model:

- Prepare: Sellers understand the expectation, the scenario, and what "good" looks like.
- Practice: Sellers rehearse skills and conversations in a low-risk environment before customer interactions.
- Perform: Sellers apply what they've practiced in real selling situations.
- Progress: Leaders and sellers review performance, reinforce strengths, and identify next-step improvements.

This execution loop turns AI from a passive tool into an active performance engine.

Executive Takeaway: AI must support how sellers prepare, practice, perform, and improve—every day.

WALK → RUN

Step 4: Teach the AI Platform with the Right Content

AI is only as effective as the guidance it provides.

To truly support sellers, the platform must be trained with:

- Your sales process and methodology
- Role-specific scenarios
- Messaging frameworks and value stories
- Best-practice examples from top performers

When AI understands how you sell, it can coach, guide, and reinforce the behaviors that drive results.

Executive Takeaway: Don't genericize AI. Teach it your standards so that it reinforces best practices at scale.

RUN

Step 5: Use AI During Training, Not After

The biggest missed opportunity in sales enablement is waiting until training ends to introduce AI. Instead, AI should be embedded during training, enabling:

- Real-time practice and reinforcement
- Immediate application of new skills
- Continuous learning beyond the classroom

This approach shortens ramp time, improves retention, and ensures training doesn't fade once sellers return to the field.

Executive Takeaway: Training isn't an event. AI makes it continuous.

Bringing It All Together:

CRAWL. WALK. RUN. WIN.

AI-powered enablement delivers value only when it is introduced with discipline, not urgency.

This 5-step framework ensures adoption follows the same path as performance improvement:

- Crawl: Assess readiness and focus deployment
- Walk: Build execution habits through practice and reinforcement
- Run: Scale AI-driven coaching into everyday selling

When leaders roll out AI with intention, it stops being “new technology” and becomes a competitive advantage, reinforcing the behaviors, conversations, and standards that drive revenue.

The organizations that win with AI won't be the ones that move fastest. They'll be the ones that operationalize it best.

AI is not the strategy. It is the engine that scales the strategy you already believe in.



ABOUT US

JANEK PERFORMANCE GROUP

Janek Performance Group is a global sales performance consulting and training firm that helps organizations improve sales effectiveness and drive measurable results. For more than two decades, Janek has partnered with leading companies across financial services, life sciences, healthcare, and technology to modernize sales strategies, develop high-performing teams, and embed coaching into the flow of work.

Janek is also the creator of Jenius CC, an AI-powered sales enablement and coaching platform designed to deliver personalized, scalable performance support.

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