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SALES ENABLEMENT OPERATIONS STRATEGIST



SALES COMMUNICATIONS BLUEPRINT

PROBLEM

Sales organizations drown in uncoordinated communications. When Enablement, PMM, Ops, and the CRO operate independently, sellers tune out and critical messages get lost.

SOLUTION

The Sales Communications Blueprint creates a unified system—one calendar, shared governance, consistent voice—threading strategic priorities through every message and bringing clarity to the chaos.

GOAL

Higher engagement, faster adoption, and measurable impact on sales performance.

The result: Messages that land, teams that align, performance you can measure.

**This isn't just better communications—it's a revenue protection system. When sellers have the right message, at the right time, from the right sender, they ramp faster, close more deals, and hit quota.*

SALES COMMUNICATIONS BLUEPRINT

TWO PARTS. ONE SYSTEM.

Part 1: Structural Prep

Build the infrastructure for coordinated communications—Assess, Tech, Governance, Workflows.

Part 2: Execution Loop

Run the system in cycles—Align, Plan, Build, Deliver, Archive, Track, Iterate, Repeat.

The Goal

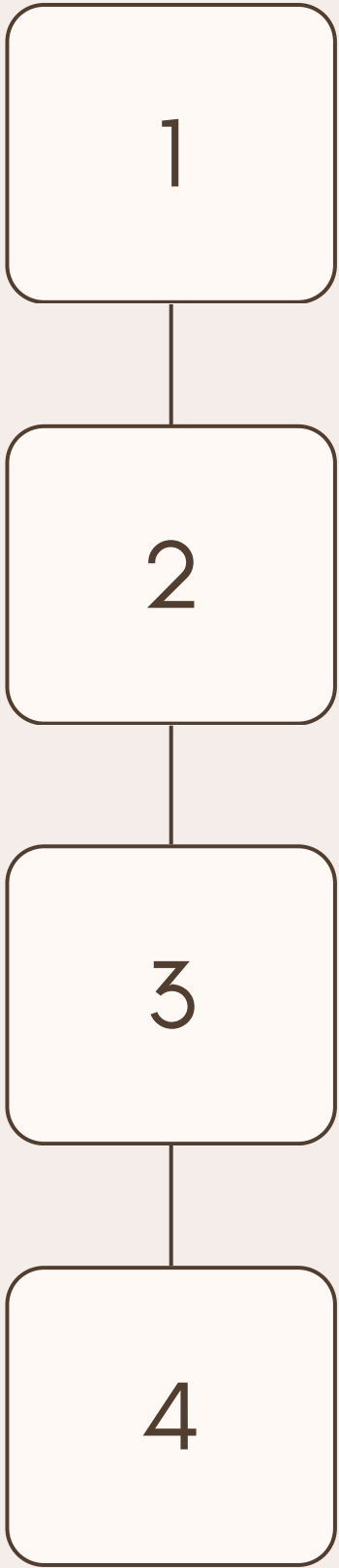
From chaos to clarity. From noise to signal. From tuned-out to engaged.

The Foundation

Prevents pilot fatigue. Prevents tool sprawl. Prevents vanity metrics.

PART 1: STRUCTURAL PREP

AI integration is more than a technical upgrade –it redefines how teams operate, decide, and interact. Success requires cross-functional collaboration, cultural alignment, and a commitment to minimizing disruption while maximizing value.



AI INTEGRATION:
◆ BASIC | ◆◆ INTERMEDIATE | ◆◆◆ ADVANCED

ASSESS◆◆◆

Align AI goals with business strategy and ROI.
Identify constraints, not just symptoms.

Current state → Pain points → Stakeholder mapping
→ Baseline metrics

TECH PLATFORMS◆◆

Match AI technologies to organizational needs.

Audit → Integration → Adoption → Cost-benefit

GOVERNANCE◆◆

Create cross-functional alignment with shared accountability.

Roles → Approvals → Compliance → Sender coordination

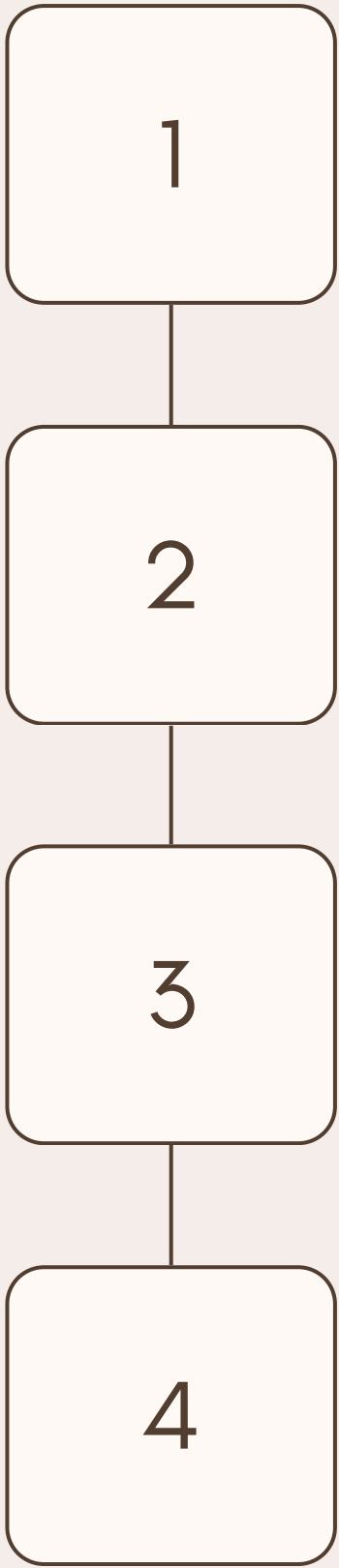
WORKFLOWS◆◆◆

Pilot first, then scale with continuous feedback.

Process maps → Handoffs → Multi-sender orchestration

PART 2: EXECUTION LOOP

Once the foundation is built, the execution loop runs in cycles—aligning strategy, building content, delivering to audiences, and iterating based on data.



AI INTEGRATION:
◆ BASIC | ◆◆ INTERMEDIATE | ◆◆◆ ADVANCED

ALIGN◆◆

Connect every communication to business outcomes.

Business goals → Key messages → Voice & tone → Quarterly planning

PLAN◆◆◆

Orchestrate timing to prevent audience fatigue.

Editorial calendar → Collision detection → Priority scoring → Traffic management

BUILD◆◆◆

Create content that's clear, accessible, and on-brand.

Templates → Behavioral science → Style guide → Accessibility & localization

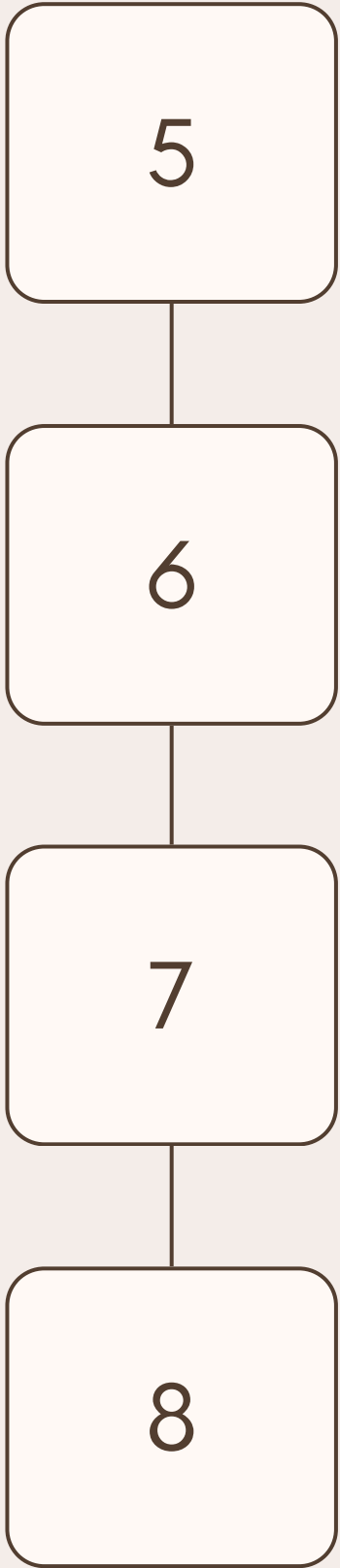
DELIVER◆◆

Match content to audience, channel, and timing.

Channel strategy → Timing optimization → Sender personas → Personalization

PART 2: EXECUTION LOOP

Continued—Closing the Cycle



AI INTEGRATION:
◆ BASIC | ◆◆ INTERMEDIATE | ◆◆◆ ADVANCED

ARCHIVE◆◆◆

Build institutional memory for searchability and onboarding.

Taxonomy & tagging → Searchable database → New hire guides → Retention policies

TRACK◆◆◆

Measure what matters and predict future performance.

Link communication metrics to business outcomes: engagement → adoption → quota attainment

ITERATE◆◆

Learn fast, adjust quickly, and share insights.

A/B testing → Feedback loops → Post-mortems → Manager input

REPEAT◆◆

Close the loop, capture learnings, and prepare for the next cycle.

Cycle retrospectives → Playbook updates → Capacity planning → Celebrate wins

THIS IS A LIVING FRAMEWORK

*Built from a decade of systems thinking at Okta and Tableau,
refined through MIT's Applied Agentic AI program, and evolving
as I learn where AI helps and where humans lead.*

Continuing to apply this systems thinking wherever sales teams
need clarity at scale – always building toward what's next.

Let's connect – [linkedin.com/in/jewelsmarandin](https://www.linkedin.com/in/jewelsmarandin)