



The Reality Check

What Your Team Can Actually Do
(And What They Need Help With)





The Gap Nobody's Talking About

The modern sales playbook expects every rep to be a content creator, demand gen expert, social media strategist, and relationship builder — simultaneously.

For about 10% of reps,
this works.

For the other 90%?
It's quietly crushing them.

The gap between what's expected (reality) and what's achievable (reasonable) isn't a motivation problem.

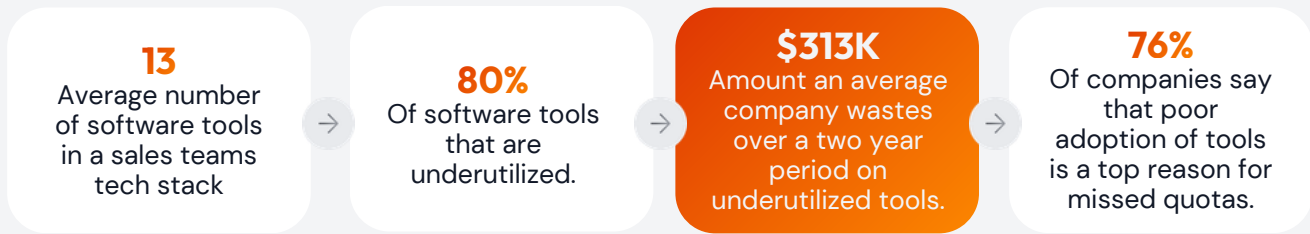
It's a systems problem.

And it's solvable.



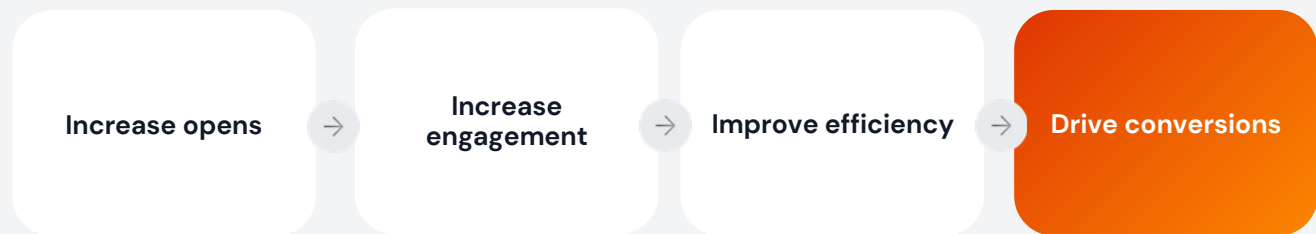
What the Research Shows

Most reps aren't using the tools you bought them



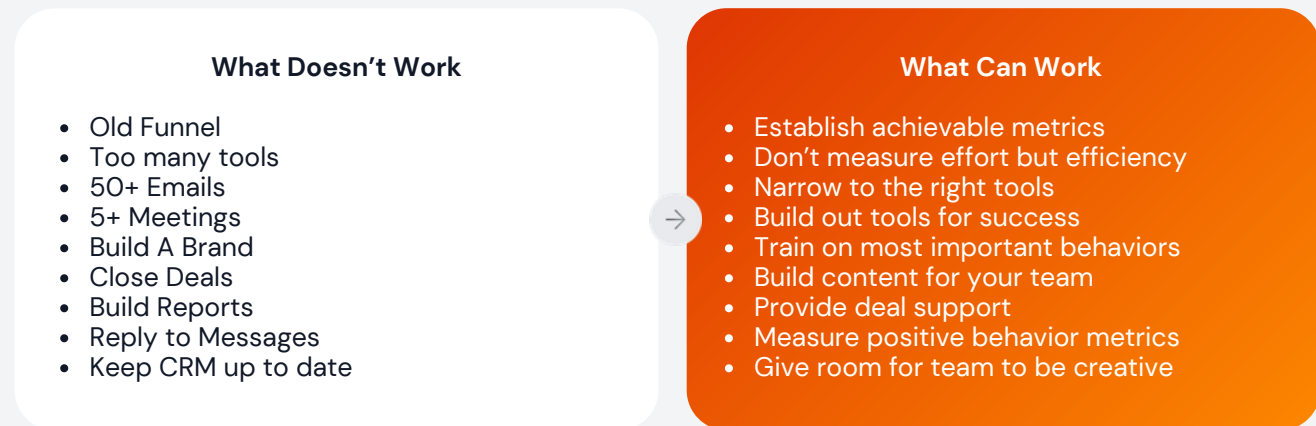
Tool overload is one of the most underdiagnosed problems in sales. Reps don't resist technology — they resist complexity.

"Good enough" video outperforms no video — every time



A warm, fast, genuine video beats a polished, delayed email. Done beats perfect when done comes with a real face behind it.

Top performers don't do more. They do less, better.



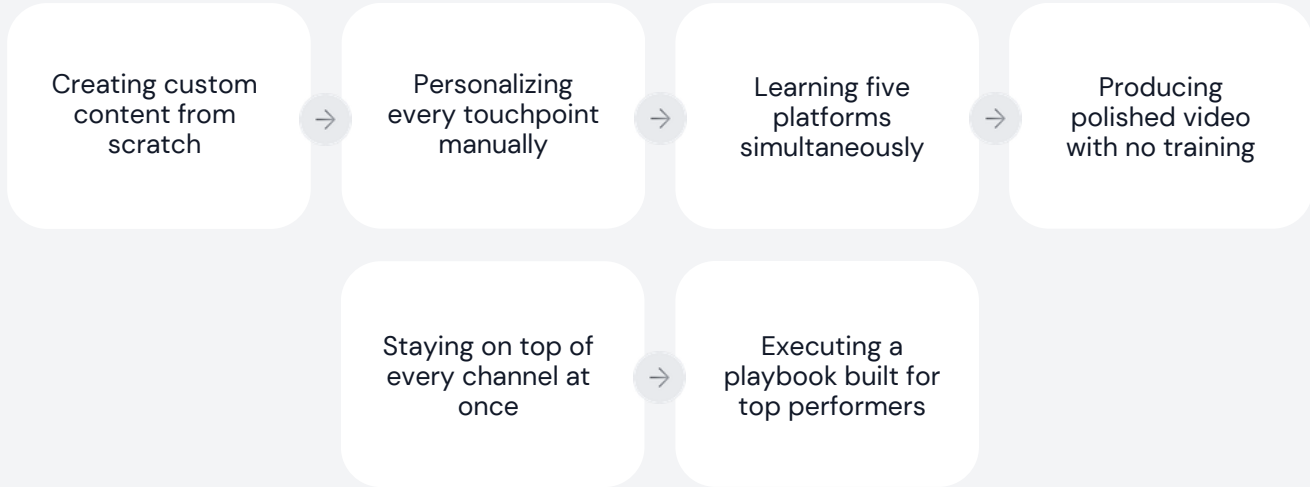
The reps hitting their numbers have quietly figured out what to skip — **and where to show up fully.**



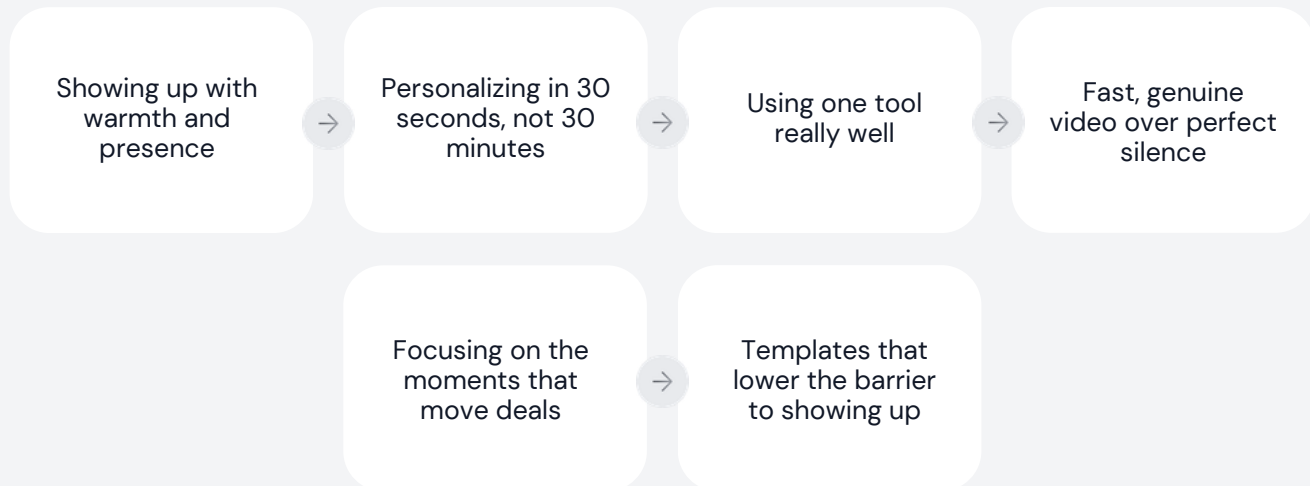
The Reality Framework

Stop building playbooks for your top 10%. Start enabling your other 90%.

✘ Where Reps are Drowning:



✔ Where They Can Win:



The Rule:

Good enough to be great beats perfect that never gets sent.



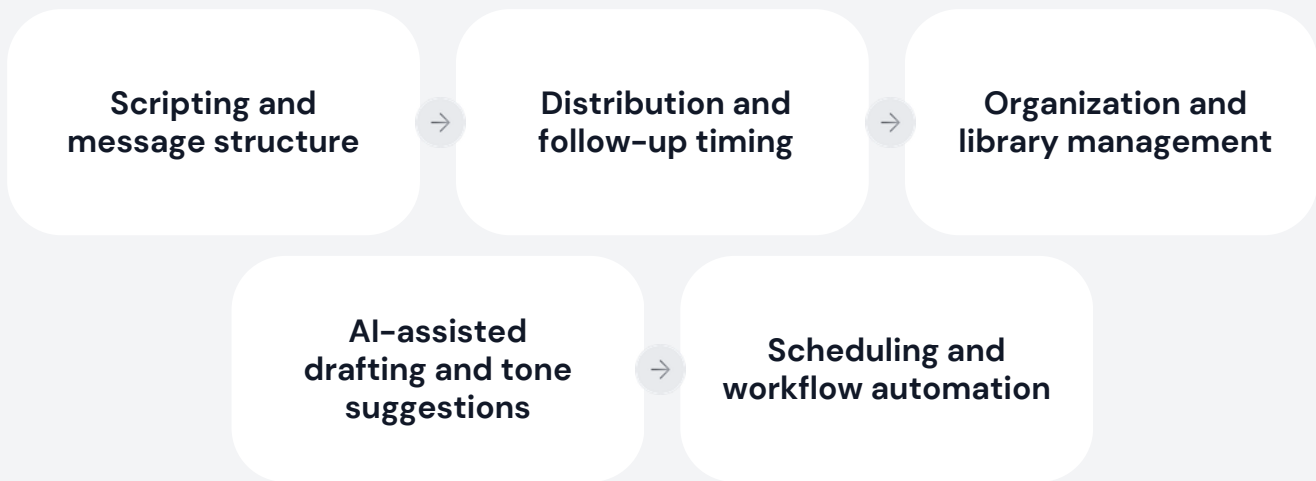


"Done is better than perfect — especially when done comes with a **real face** and a **real voice** behind it."

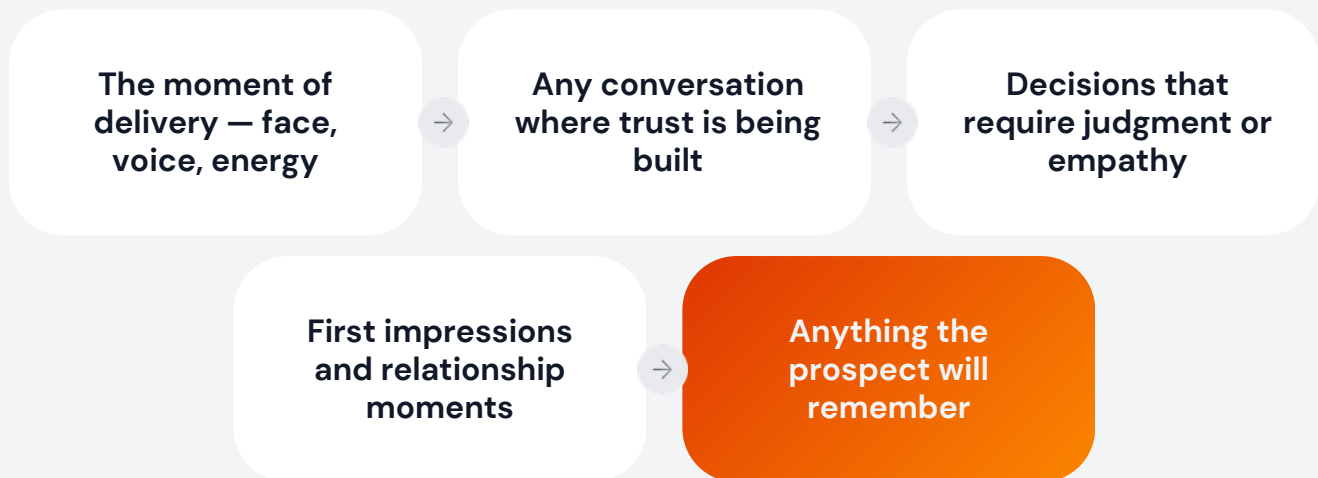


Divide the Labor Correctly

Let Tools Handle:



Keep Humans in Control:



Divide the Labor Correctly

Automate everything around the human.
So the human can show up where it counts.





The Honest Audit

Is your playbook built for your top 10%?

If most of your team can't execute it consistently, the playbook needs to change — not the rep.



Where is your team spending time that isn't moving deals?

Tool maintenance, content creation, and admin are the three biggest drains. Remove before you add.



Are you measuring activity or outcomes?

The rep who shows up with presence at the right moments often outperforms the one who logs the most activity. Make sure your metrics know the difference.





Our Belief

BombBomb is built for the 90%.

The reps who know they should be showing up more personally — but need a faster, easier way to do it.

Templates. Scripts. AI assist. One-click sending. No production required. Not more pressure to be perfect. More tools to be present.

That's Human Enablement.

Next Steps:

Watch the Replay

The full conversation on what actually works for the other 90%.

[Watch Now →](#)

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