

Sales Enablement Copywriting Explained



Tim McKnight

Owner & B2B Sales Enablement Copywriter for the Advanced Materials Industry

Yeswords

tim@yeswords.com | +81-090-5657-1047

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Business Overview

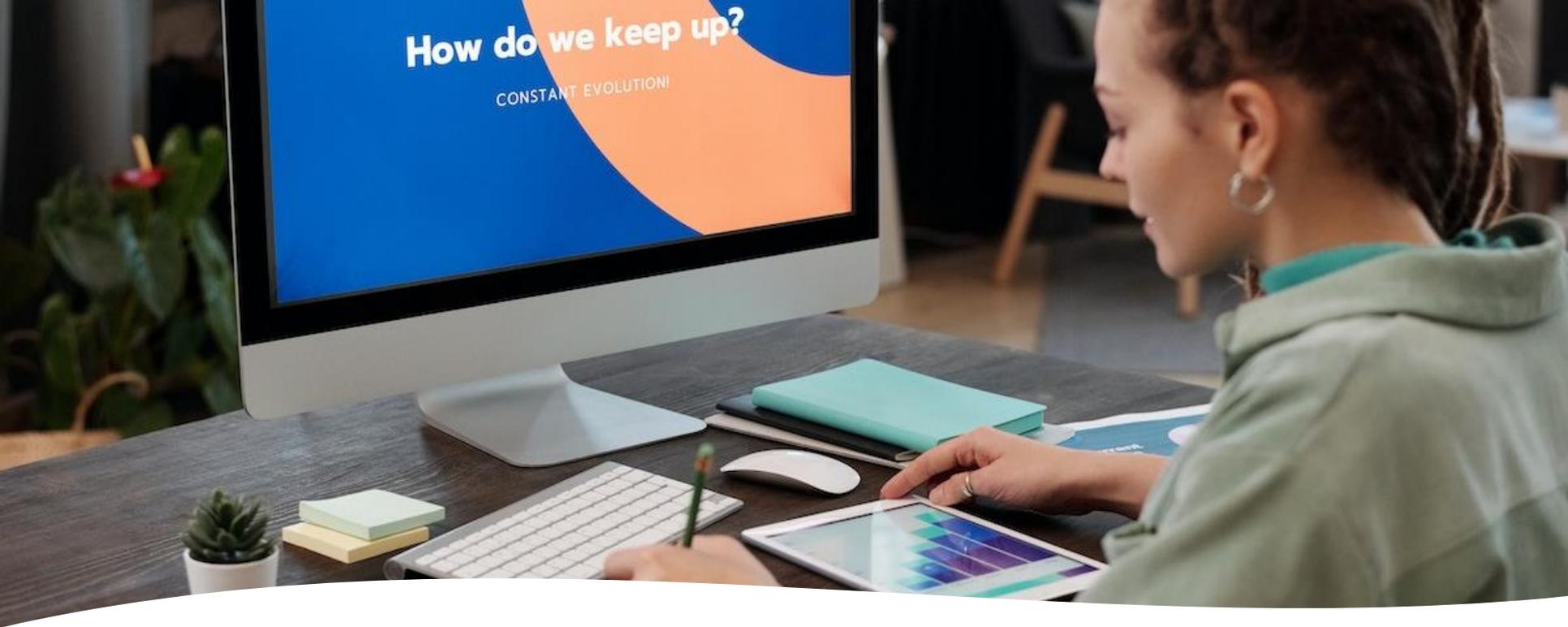
I help sales directors and sales teams spend more time on selling and less time on writing.

The result? Higher response rates to cold outreach. More leads. More conversions. More revenue.

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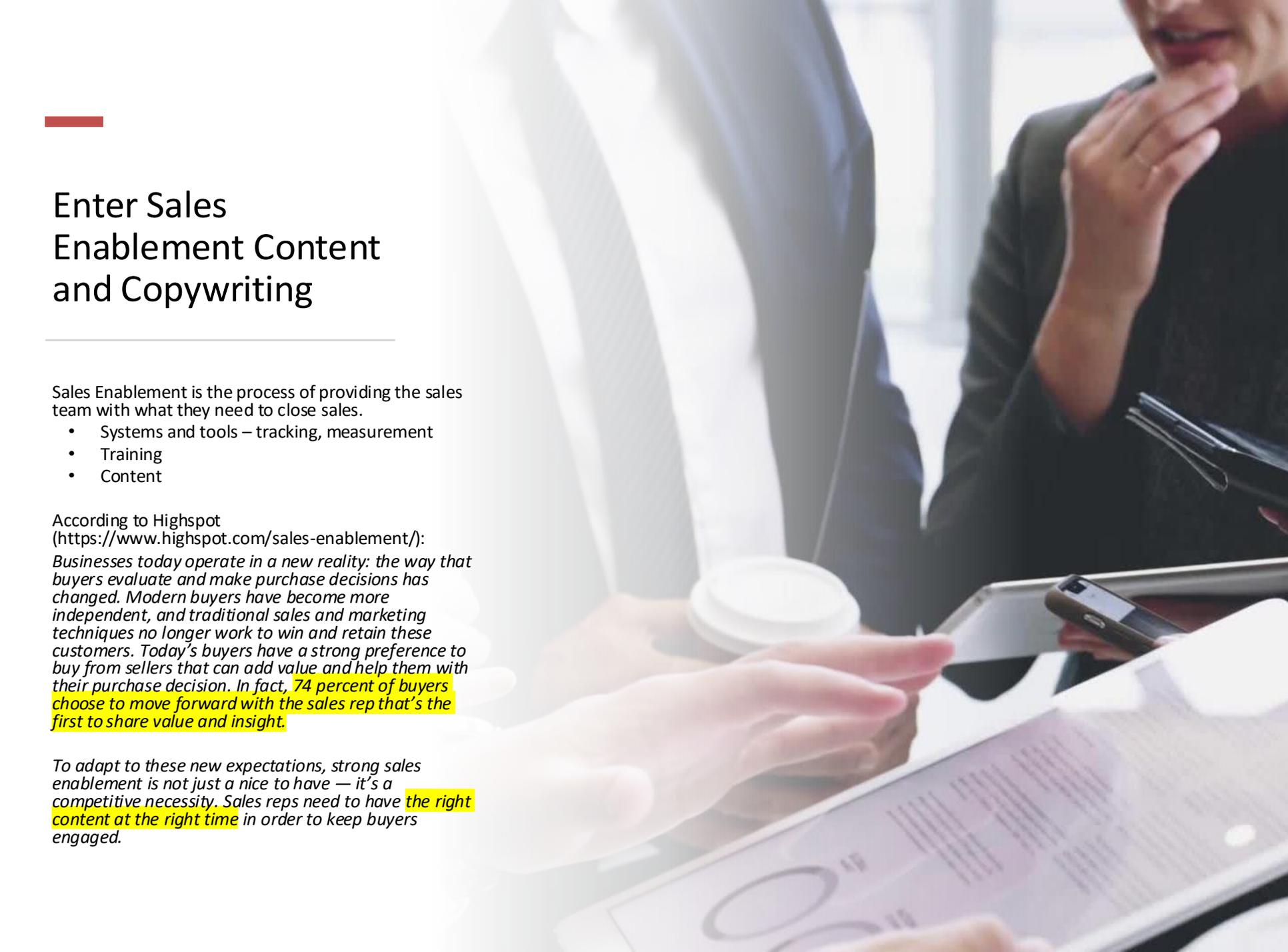
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Typical Salesperson's Situation

- On the hook to meet sales targets
- Responsible for figuring out what to say to prospects on the phone
- Trained in sales techniques but not copywriting
- Responsible for writing their own cold emails



Enter Sales Enablement Content and Copywriting

Sales Enablement is the process of providing the sales team with what they need to close sales.

- Systems and tools – tracking, measurement
- Training
- Content

According to Highspot (<https://www.highspot.com/sales-enablement/>):

Businesses today operate in a new reality: the way that buyers evaluate and make purchase decisions has changed. Modern buyers have become more independent, and traditional sales and marketing techniques no longer work to win and retain these customers. Today's buyers have a strong preference to buy from sellers that can add value and help them with their purchase decision. In fact, 74 percent of buyers choose to move forward with the sales rep that's the first to share value and insight.

To adapt to these new expectations, strong sales enablement is not just a nice to have — it's a competitive necessity. Sales reps need to have the right content at the right time in order to keep buyers engaged.

What is the right content at the right time?

Content just for Sales:

- Cold outreach emails
- Cold outreach sales scripts
- Follow-up emails
- Battlecards
- Sales decks
- One-sheets and guides
- Proposals

Marketing content available to the sales team:

- Case studies
- White papers and E-books
- Brochures
- Blogs
- Videos
- Web content



I help sales teams in the advanced materials industry have the **right content** at the **right time** so they can increase response to cold outreach... generating more leads, more conversions, and higher revenue.

How does sales enablement content creation work?

- **We begin with an interview** – We talk about the features and benefits of your product or service, the way the sales process works at your company, and the kinds of problems or concerns prospects typically raise.
- **Then I write cold email templates, battlecards, and other copy your team can use** – I use my proven templates, copywriting skills, and your sales process to put together an effective content package that helps your sales team convert more prospects.
- **From there, the sales team takes control** – Using the templates and copy blurbs, your team is ready to effectively persuade cold prospects to take the next step with them and handle any questions or concerns that prospects raise.
- **Creating... sales** – With higher response rates throughout the sales process through using more effective content, the end result is higher revenues for your sales team.

Benefits of Sales Enablement Content

- ✓ Instead of having to wing responses to objections or questions about how their product stacks up against the competition, your team will have well crafted messages proven to be effective.
- ✓ Using tested “formulas” for cold outreach email with specific messaging has been shown to increase response rates by up to 30%.
- ✓ Using pre-crafted call openings and closings with specific messaging have a higher success rate for converting prospects to leads.

As a Sales Enablement Copywriter

- I give your sales team tools they can use to reach out to cold prospects that increase the positive responses they receive.
- I save your sales team time by writing the content they need to persuade prospects to take the next step.
- I help your sales team close more sales by increasing their conversion rates with effective copy.





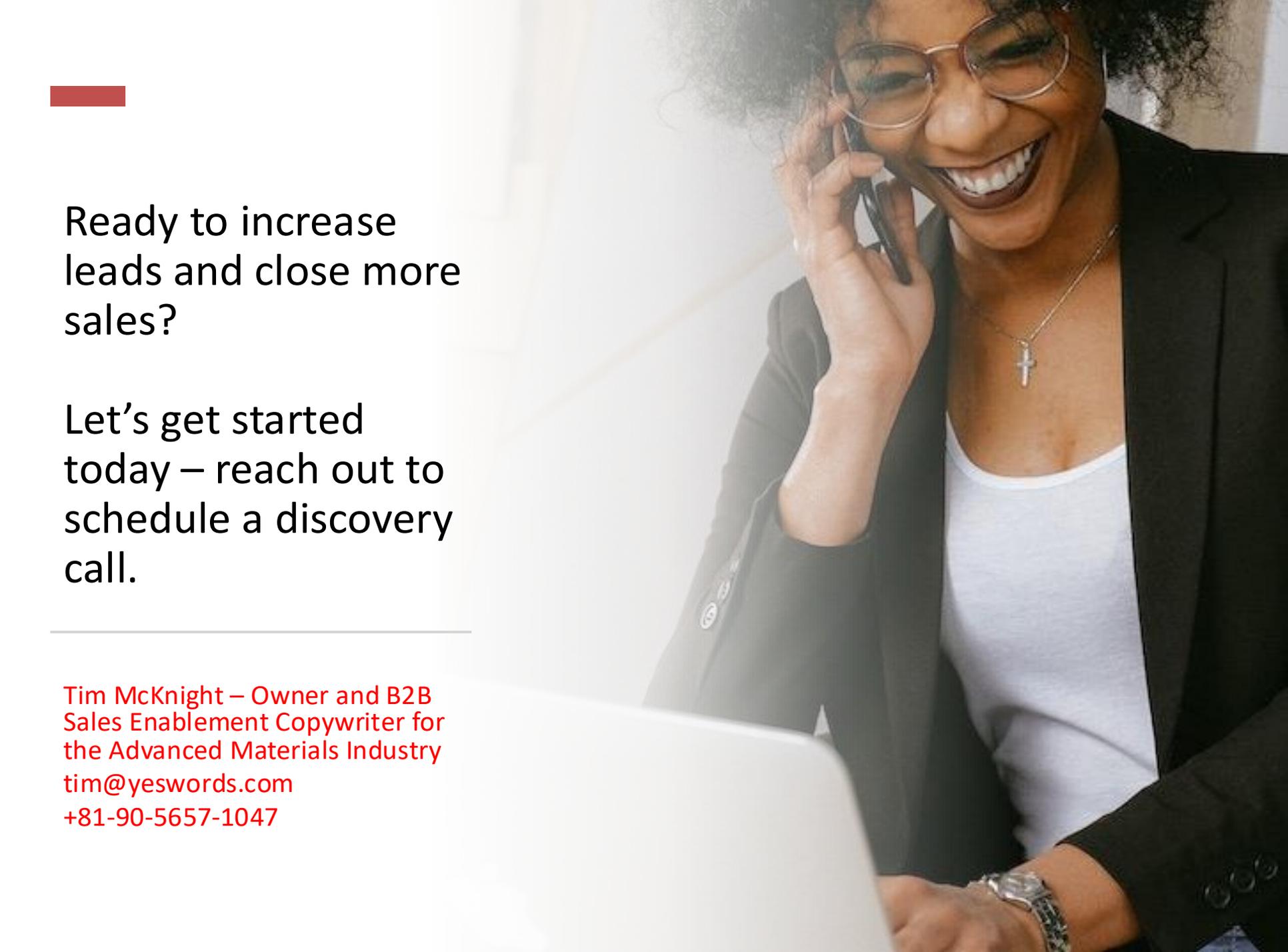
I use tools and formulas to create the sales enablement content that have been proved to increase response rates by up to 30%.



I work with your team to ensure I understand how they makes sales, so everything I create fits your sales process.



I save your sales team time and increase their success rates by creating effective messaging that works.

A woman with curly hair, wearing glasses, a black blazer, and a white top, is smiling while talking on a mobile phone. She is also looking at a laptop screen. The background is a bright, out-of-focus office setting.

Ready to increase
leads and close more
sales?

Let's get started
today – reach out to
schedule a discovery
call.

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Thank you!