STATE OF **SALES ENABLEMENT**

2022

Introduction

STATE OF SALES ENABLEMENT

Over the last year, organizations have faced significant obstacles with the way they operate.

From permanent virtual work environments, to new buyer expectations, to intensified competition, to the looming risk of a potential economic downturn, navigating the current selling landscape is no easy feat. These challenges require companies to level-up their efforts so they can continue to appeal to buyers' current needs, encourage sellers to grow their capabilities, and maximize revenue growth with limited resources. With sales enablement, revenue teams can feel empowered to satisfy the needs of prospects and customers and achieve consistent high performance.

For the eighth edition of the State of Sales Enablement Report, over 400 sales, marketing, and enablement professionals worldwide were surveyed to learn about current enablement priorities and provide recommendations to drive consistent revenue growth and reinforce enablement's value in the organization.

About the Research:

Quantitative data in the report was collected from a survey conducted from March 1 through April 13, 2022, generating over 400 total responses from across 22 different countries and several industries. Responses largely came from the United States, United Kingdom, Canada, Germany, and France, and the information technology, financial services, computer software, and telecommunications industries.

Contents

Executive Summary

The research reveals three core themes that are top-of-mind for enablement teams to overcome challenges, drive more impact, and excel in the business landscape this year:

ARM REPS TO PERSONALIZE BUYER EXPERIENCES

To compete in today's selling landscape, reps need to stand out from the competition and provide buyers with curated content that will resonate. Enablement can aid sales teams in supplying reps with tailored content, guiding them with plays, and streamlining processes to create a seamless buying experience.

+12 POINT
Improvement in Win Rate

Higher win rates are reported by organizations when enablement effectively streamlines processes to unify the buyer experience.

PREPARE REPS FOR SUSTAINED SUCCESS

When enablement prepares reps for success at the beginning of their tenure through talent development and onboarding, and helps them sustain success through in-depth training and coaching programs, it can help empower reps to constantly move the needle against the business's current priorities.

10% MORE LIKELY
To Have High Rep Engagement

High rep engagement is experienced by organizations when enablement leads sales training efforts.

PROVE IMPACT TO SOLIDIFY ENABLEMENT'S VALUE

By providing data-driven insights to optimize and measure the success of its initiatives against core business priorities, enablement is well-positioned to drive visible value and gain support across the organization.
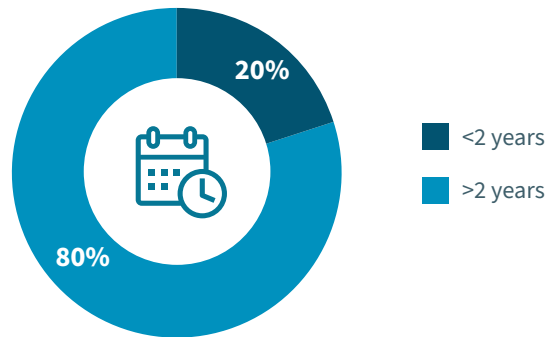
2X MORE LIKELY
To Exceed Executive Expectations

Executive expectations are exceeded when enablement effectively uses data to analyze the business impact of its efforts.

Sales Enablement Adoption

How long has your company had any type of sales enablement process?

20% <2 years
80% >2 years

Impact of enablement tenure on win rates
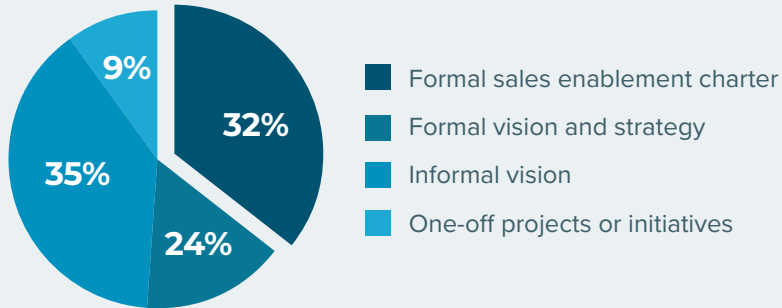
<2 years **43%**
>2 years **50%**
+7
Win rate

SALES ENABLEMENT GROWTH

In the seven years since the inception of this report, sales enablement has evolved as the function gains recognition and demand. Sales enablement teams are growing and becoming more established each year, especially as more organizations are realizing enablement's strategic impact on the business. In particular, 80% of organizations have had their sales enablement teams in place for over two years and 20% have had enablement functions in place for less than two years.

The formalization and tenure of the enablement function contributes significantly to business impact, as organizations with sales enablement processes or practices in place for more than two years report significant business results, including a 7-percentage-point improvement in win rates.

48%
MORE LIKELY

to experience high buyer engagement when organizations have had sales enablement processes in place for more than two years.

Which of the following best describes your company's approach to sales enablement?

- 32% Formal sales enablement charter
- 24% Formal vision and strategy
- 35% Informal vision
- 9% One-off projects or initiatives

The Value of a Formal Charter

To maximize results, practitioners have realized the value of structuring their approach to enablement through a formal charter that covers strategy, scope, and success metrics. This year, 32% of respondents have a formal sales enablement charter, a 14% increase year over year.

When organizations structure their enablement team with a formal charter, the likelihood that stakeholders will be satisfied with enablement's efforts increases by

44%

SALES ENABLEMENT TEAM

In gaining buy-in to grow and scale the enablement function, practitioners must be able to prove the potential and actual return on investment of an enablement function to establish credibility with leadership. When asked if having a dedicated sales enablement team has increased the overall success of their company's sales efforts and performance, 92% of respondents agreed that it has. To achieve sustained business impact from enablement efforts, organizations need to continue to invest in resources for the enablement team, especially as sales teams grow.

Do you believe that having a dedicated sales enablement team has improved sales performance?

Yes
92%

No
8%
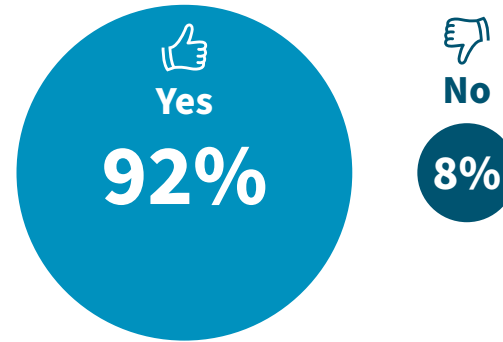
Over the last year, sales enablement teams have grown in size, as the number of teams with over six members has increased by 63% year over year to nearly 50%. Additionally, increasing the size of a sales enablement team helps to drive business results, as teams with six or more members report **14-percentage-point higher quota attainment** compared to teams with two to five members.

How many people are dedicated to sales enablement at your company?

18%

49%

33%

<2   2-5   6+

Impact on quota attainment

+14

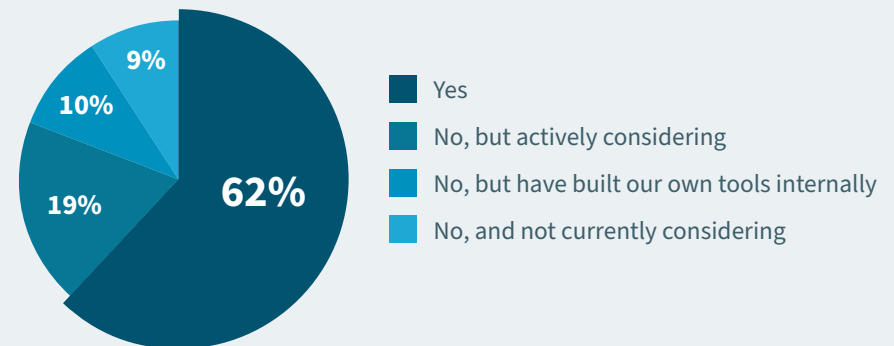Quota attainment

56%   70%

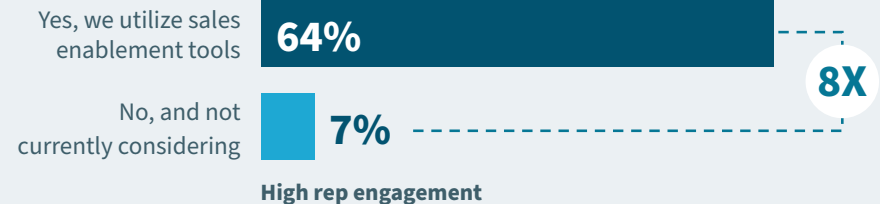2-5   6+
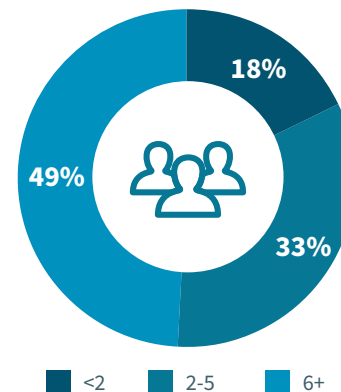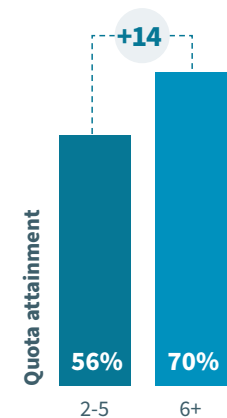
SALES ENABLEMENT TOOLS

In the modern business landscape, having the right technology in place to align teams, improve efficiency, and gather critical insights can be a key lever to drive business impact. Organizations are realizing this too, as 19% are actively considering implementing sales enablement tools, a 19% increase year over year. When organizations leverage sales enablement tools, they are 4 times more likely to effectively provide insights into what works to ensure sales rep consistency. Enablement tools can also help improve the rep experience, as those that use sales enablement tools are 8 times more likely to have highly engaged reps. When reps feel empowered in their roles, they are better positioned to achieve high performance.

Is your company or team currently utilizing purchased sales enablement tools?

- 62%
- 19%
- 10%
- 9%

- ■ Yes
- ■ No, but actively considering
- ■ No, but have built our own tools internally
- ■ No, and not currently considering

Impact on rep engagement

Yes, we utilize sales enablement tools — **64%**

No, and not currently considering — **7%**

8X

High rep engagement

4X When organizations leverage sales enablement tools, they are 4 times more likely to effectively provide insights into what works to ensure sales rep consistency.

Sales Enablement Drivers

What are your top three sales challenges?
(Responses from executive leaders)

1 Competitive pressure: **46%**

2 Hiring great talent: **43%**

**3** Customer experience and retention: **34%**

PRIORITY BUSINESS CHALLENGES

The changing work environments and evolved dynamic of the selling landscape over the past year have intensified the challenge for sellers to appeal to modern buyers and for businesses to satisfy their reps. For example, factors such as increased burnout and demands for workplace flexibility have led to difficulties in developing top talent and retaining reps at many organizations. Meanwhile, the rapid pace of change in the business landscape has intensified competition in many markets and resulted in an increased focus on the buyer experience to stay ahead of competitors. This is reflected by the top three core business challenges noted by executive leaders this year.

COMPETITIVE PRESSURE

Almost half of organizations struggle with feeling pressure from the competition. To maintain a close pulse on competitors' strategies for attracting buyers, enablement teams can conduct regular analyses on competitors and develop deep insight into how to win against the competition to help reps better position their value and overcome objections. Interestingly, 30% of respondents reveal that sales enablement is heavily involved in competitive analysis efforts at their organizations, an 11% increase over the last year. When sales enablement practitioners partake in regular competitive analysis, organizations report a 3-percentage-point increase in win rates.

Is enablement involved in competitive analysis at your organization?

30%

70%

■ Yes ■ No

Impact on win rates

+3

Win rate

50% (Yes)   47% (No)
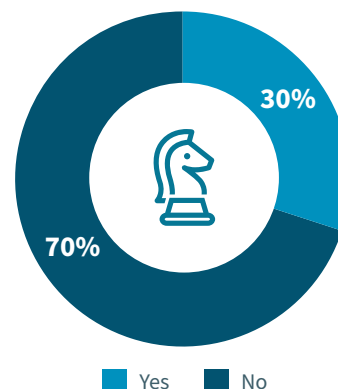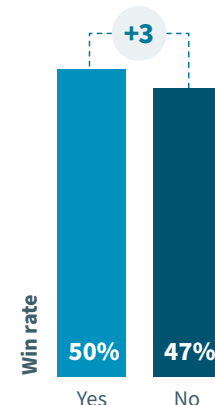
DEVELOPING GREAT TALENT

Amidst difficulty hiring and retaining top talent in some industries, and hiring freezes and layoffs in others, dedicated focus on developing top talent is essential. Enablement can orchestrate efforts to develop and retain high performers, as well as lead change management to help revenue teams navigate obstacles due to economic changes. When enablement develops programs that cultivate a positive seller experience, reps can be more motivated to reach their goals and less likely to leave the organization. For instance, **companies with low rep engagement are 30% more likely to experience rep turnover.** Sales enablement can help build a team of engaged reps that will achieve consistent impact for the business.
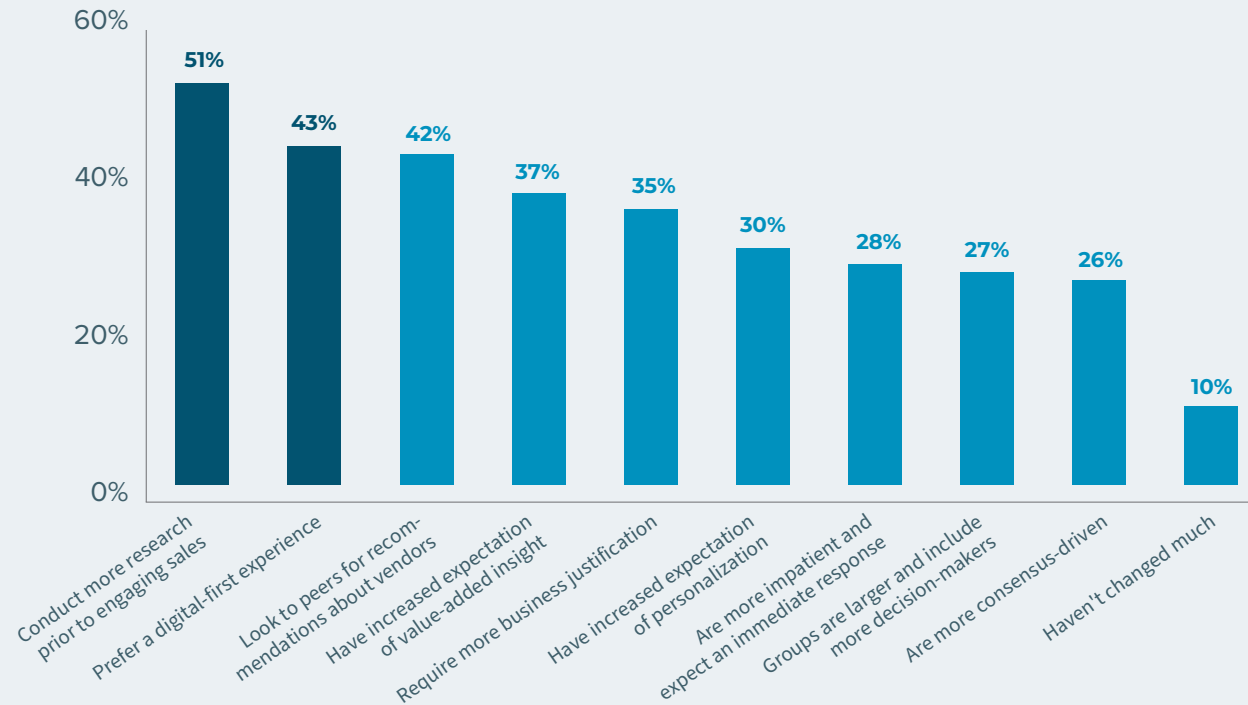
CUSTOMER EXPERIENCE AND RETENTION

With the customer experience top of mind, it is crucial that companies stay updated on their target buyers' evolving needs and expectations.

As the economy currently remains uncertain, it is increasingly important that organizations focus on retaining the customers that they have while continuing to generate pipeline opportunities. Additionally, many survey respondents commented on challenges resulting from increased complexity in the decision-making process. These include difficulty identifying factors that reps can influence to win the deal as well as increased distractions that impact sales cycle efficiency.

Similarly, 43% of executive leaders noted that buyers now prefer a digital-first experience, emphasizing the importance of a digital customer experience for many leaders. With more information at buyers' fingertips, it is essential that reps can provide value, personalized to their needs, from their first conversation. Through enablement, companies can help prepare reps to deeply engage buyers by providing unique value.

How do you think buyers have changed over the last 12 months?
(Responses from executive leaders)

Bar chart data:
- Conduct more research prior to engaging sales: 51%
- Prefer a digital-first experience: 43%
- Look to peers for recommendations about vendors: 42%
- Have increased expectation of value-added insight: 37%
- Require more business justification: 35%
- Have increased expectation of personalization: 30%
- Are more impatient and expect an immediate response: 28%
- Groups are larger and include more decision-makers: 27%
- Are more consensus-driven: 26%
- Haven't changed much: 10%

43%
of executive leaders noted that buyers now prefer a digital-first experience.

57% MORE LIKELY
to experience high buyer engagement when organizations have dedicated sales enablement teams.

SALES ENABLEMENT GOALS

As a business function that often acts as a connective tissue across revenue teams, sales enablement is well-positioned to help solve these business challenges.

In fact, the most highly prioritized sales enablement goals this year align closely to these challenges. The top two goals, increasing win rates (36%) and increasing revenue (31%), are strategic imperatives for any business to succeed, particularly in highly competitive markets. By arming reps with the knowledge and skills they need to effectively resonate with buyers and close more deals, enablement can help the organization drive more revenue and win more consistently against the competition.

Another key goal for sales enablement this year is consistent rep performance (27%). Organizations need skilled reps that can repeatedly achieve their quotas and be coached to reach new goals. Having consistent performance within the sales organization relies on hiring proficient talent that can quickly start driving results as well as retaining the top talent the company already has.

Additionally, 22% of teams are prioritizing the customer experience as a key enablement goal, reinforcing the importance of delivering meaningful value from the first interaction buyers have with the company throughout their entire journey. By supplying revenue teams with relevant content and guiding them to use it effectively with prospects and customers, enablement can help reps provide immediate value to buyers and solve their challenges.

The initiatives sales enablement is prioritizing this year are closely aligned with the top priorities of the business. Armed with the content, training, guidance, and insights they need, sales teams can achieve success more consistently, thereby optimizing the rep experience while providing an enhanced experience for buyers.

The top four sales enablement goals respondents have for the year ahead include:

1 Increase sales deal win rates: **36%**

2 Increase revenue: **31%**

3 Increase consistent rep performance: **27%**

4 Improve customer experience: **22%**

Sales Enablement Prioritization

How effective are sales content tools?
(Impact on win rate)

	Win rate
Extremely effective	**55%**
Somewhat effective	**46%**

+9

When enablement effectively manages sales content efforts, the likelihood that organizations will struggle to achieve sales goals falls by

27%

ARM REPS TO PERSONALIZE BUYER EXPERIENCES

Companies are looking for new ways to improve the buyer experience, beat the competition, and retain valuable customers. To capture buyers' attention amid the noise from competitors, organizations need to effectively differentiate. By focusing on curating the right content, guiding reps with plays, and streamlining the sales process to personalize experiences, reps can stand out to prospects and continue delighting existing customers.

Supplying Sellers With Strategic Sales Content

With content intentionally curated for different buyers, reps can provide valuable information that helps buyers move forward in their journey. Enablement can play a critical role in leading sales content efforts by curating and organizing assets so reps can find what they need quickly, ensuring materials are updated and landing well in the field, and improving underperforming content when needed.

When enablement effectively manages sales content efforts, organizations are 27% less likely to struggle to achieve sales goals. Using technology to organize and manage sales content at scale can strengthen reps' abilities to leverage that content with buyers, as **organizations that find sales content tools to be extremely effective in supporting sales efforts report improved win rates by 9 percentage points.**

Delivering Tailored Sales Plays

Sales plays are also an effective way to arm sellers with the materials needed to improve their engagements with buyers. With structured guidance on how to approach different selling situations, reps can more effectively tailor their interactions to specific buyer needs.

With 27% of executive leaders reporting that buying groups are larger and include more decision-makers, it is increasingly important for enablement to effectively prepare reps to navigate complex buyer needs and provide compelling information based on the unique perspectives of decision-makers. Sales plays can be a key vehicle by which to deliver this by helping sellers build expertise, anticipate questions, deliver impactful resources, and ultimately improve their confidence in speaking with buyers.

Importantly, this type of resource can help simplify the rep experience and improve engagement. In fact, organizations that use sales plays with their revenue teams report 3-percentage-point lower rep turnover.

Do you use sales play tools?
(Impact on rep turnover)

Yes **28%**

No **31%**

-3

Rep turnover

When organizations use sales plays with their revenue teams, the likelihood that they will struggle with seller engagement falls by
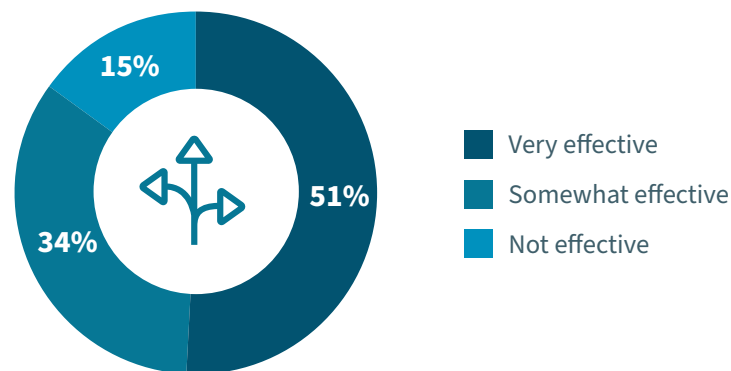
32%

Streamlining the Buyer Experience

Creating a seamless experience for buyers can further strengthen their trust and confidence, as smooth handoffs allow reps to continue adding value from pre- to post-sales. Enablement can act as the unifying force between cross-functional teams, optimizing processes and communication which in turn benefits the experience for buyers.

In fact, 51% of enablement teams are very effective at streamlining processes to unify the buyer experience. These teams also report an improved impact on their relationships with buyers, as they experience 12-percentage-point higher win rates. Interestingly, this win rate improvement is 4-percentage-points higher than last year, revealing that enablement teams that are helping to cultivate a unified experience are seeing greater business impact each year.

Enablement can also improve their relationships with post-sales teams, as collaboration with all revenue teams is essential to streamlining the experience that reps provide buyers. When enablement is highly effective at streamlining processes, it is 2 times more likely to exceed expectations when collaborating with customer success/services teams.

How effective is enablement at streamlining processes to provide a unified buyer experience?

15%
51%
34%

- Very effective
- Somewhat effective
- Not effective

Impact on win rates

Very effective — 52%
Not effective — 40%
+12

Win rate

2X When enablement is highly effective at streamlining processes, it is 2 times more likely to exceed expectations when collaborating with customer success/services teams.

GOING FORWARD

To effectively appeal to the modern buyer and consistently win against the competition, especially amidst uncertainty, sales enablement can help sellers create personalized interactions with buyers by arming them with relevant, impactful information to prove value. This includes curating compelling content, guiding reps through different selling situations with sales plays, and cultivating a unified buyer experience. Through these efforts, enablement can help organizations personalize experiences for buyers and set themselves apart from their competitors.

"

The first thing you've got to think about here is, do we have a message that properly and effectively engages this customer? Secondly, are we delivering it in an effective way? You get those foundations right. You get your message and you get the capability to deliver that message in a powerful and effective way, and then you can scale it through adherence to an effective process.

–Spencer Wixom, Chief Customer Officer at Challenger

PREPARE REPS FOR SUSTAINED SUCCESS

Over the last year, many organizations have experienced a surge in employee turnover alongside a highly competitive talent market.

More recently, an anticipated economic downturn has also led some companies to experience hiring slowdowns, freezes, and layoffs. This emphasizes the importance of employee development and engagement to maintain great talent and empower consistent performance. With effective onboarding that allows for positive introductions to the company to in-depth training and coaching programs to prepare reps to excel long-term, enablement can serve as the catalyst to accelerate rep readiness and drive retention in the revenue organization. As organizations navigate change, having a strong enablement function to thoroughly prepare reps to succeed will allow companies to continue to maximize revenue through difficult times.

Sales Talent Management

An effective sales organization begins with developing the right talent—and enablement can help improve this process. For example, sales enablement is involved in the talent management process at 18% of organizations, and those that leverage enablement's help in this area experience improved results. Enablement practitioners can partner with human resources teams to help identify reps that demonstrate the key competencies that can increase a rep's likelihood of success, as well as design programs to help develop sales talent over time. When enablement effectively manages talent processes, organizations are 32% less likely to struggle with hiring top sales talent. Having practitioners weigh in on the efforts for attracting and developing the right sales talent can help set reps up for success from the beginning.

Is enablement involved in the talent management process?

- 18% Yes
- 82% No
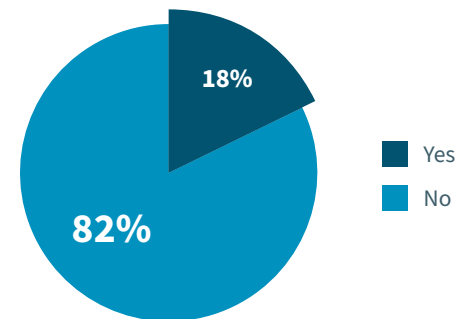
When enablement effectively manages talent processes, the likelihood that organizations will struggle with hiring top sales talent decreases by

32%

Sales Onboarding

Enablement-led onboarding programs can also strengthen the sales organization by minimizing ramp time and increasing rep engagement, ultimately driving productivity. In fact, 47% of sales enablement teams are heavily involved in the onboarding of reps, and those organizations report decreased rep turnover by 5 percentage points.

Leveraging sales onboarding tools can also improve a rep's overall onboarding experience, leading to accelerated outcomes. When using these tools effectively, organizations are 22% more likely to experience high rep engagement. Similarly, they are 26% less likely to have experienced an increase in ramp time over the last year. Through structured onboarding programs, enablement can prepare reps for success in the field and expedite the time needed to start closing deals consistently.

Is enablement involved in the onboarding of reps?

Impact on rep turnover

47%

53%

-5

Rep turnover

28%   33%

Yes   No

Yes   No
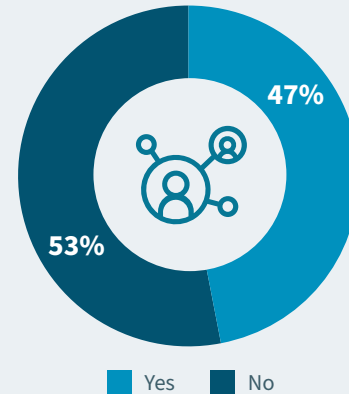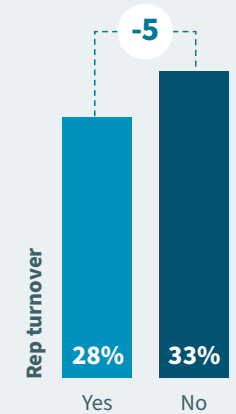
With the use of onboarding tools, the likelihood of experiencing increased rep ramp time decreases by

26%

Sales Training

Sales training programs enable reps to develop the knowledge, skills, and behaviors to effectively build relationships with buyers that set the stage for long-term loyalty by providing value and attending to their needs. In fact, the 54% of enablement teams that manage sales training programs report a 6-percentage-point increase in customer retention. Especially during periods of economic uncertainty, satisfying the needs of current customers is critical to sustained success.

Does enablement manage sales training?

46%   54%

■ Yes
■ No
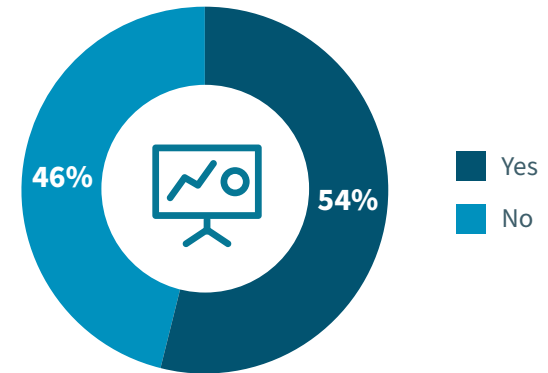
Impact on customer retention

+6

77%   71%

Customer retention

Enablement manages training

Enablement does not manage training
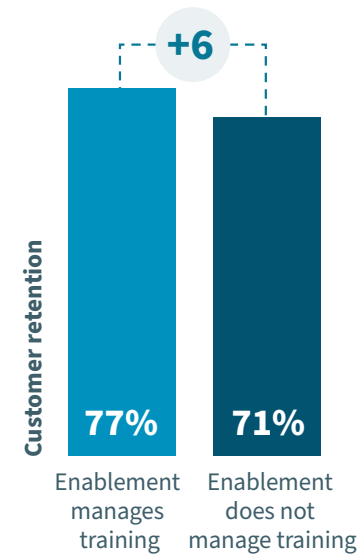
Once training programs are created, the process does not stop—they should be maintained and optimized to ensure reps are prepared to continuously achieve results.
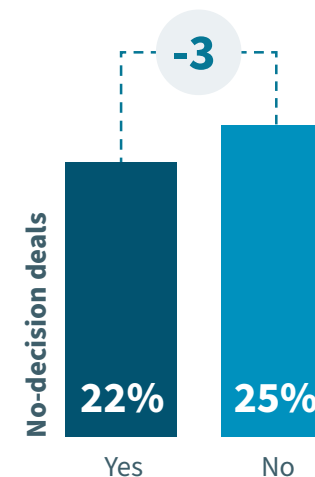
When these programs are managed effectively, organizations report 7-percentage-point increase in upsell deals, demonstrating that training can help teams not only grab the attention of buyers but also maintain and grow value over time. Using tools alongside training programs can also improve sellers' conversations to influence buyers' decision-making, as organizations that use training tools report a 3-percentage-point decrease in deals lost to no-decision.

When developing training programs, it is important for enablement to lead with empathy. Especially in this dispersed work environment, with reps tuning in virtually all over the world, it can be difficult for them to feel a part of a team. Enablement can provide support here and make it a priority to ensure sellers feel supported and that their needs are considered throughout training. In fact, when enablement leads sales training efforts, organizations are 10% more likely to have high rep engagement.

How well does enablement manage sales training programs?
(Impact on upsell deals)

+7

Upsell deals

33% Effectively

26% Ineffectively
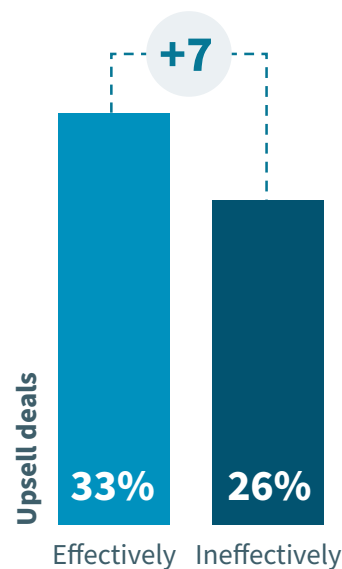
Does enablement use training tools?
(Impact on deals lost to no-decision)

-3

No-decision deals

22% Yes

25% No

10%
MORE LIKELY

to have high rep engagement when enablement leads sales training efforts.

Sales Coaching

Effective coaching programs can aid reps in improving specific sales skills and accelerating behavior change against desired outcomes. This is an area where enablement is becoming more directly involved, as 43% of organizations have at least one person dedicated to sales coaching. Having enablement manage coaching programs can improve collaboration with leaders across the sales organization. For example, enablement teams that manage sales coaching efforts are 27% more likely to effectively collaborate with sales leaders. Additionally, when enablement is highly effective at sales coaching, executives are 2 times as likely to be satisfied with enablement's efforts.

While enablement can help design and manage coaching programs, frontline managers often have a significant role in delivering that coaching. To maximize the effectiveness of coaching sessions, sales enablement practitioners can work with frontline sales managers to improve their coaching abilities. When enablement prioritizes frontline manager effectiveness, organizations report a 6-percentage-point improvement in rep quota attainment.

Similarly, providing insight into how reps are measuring up against goals can help frontline managers better identify opportunities to reinforce behavior change through coaching. Leveraging coaching tools can help managers gather and analyze this data to improve consistent performance. For instance, when organizations effectively use coaching tools, they are 74% more likely to successfully leverage rep performance data to improve consistency.

43% of organizations have at least one person dedicated to sales coaching.

Is frontline manager effectiveness a top goal for sales enablement?
(Impact on quota attainment)

Yes **64%**

No **58%**

+6

Quota attainment

74%
MORE LIKELY to successfully leverage rep performance data to improve consistency when organizations effectively use coaching tools.
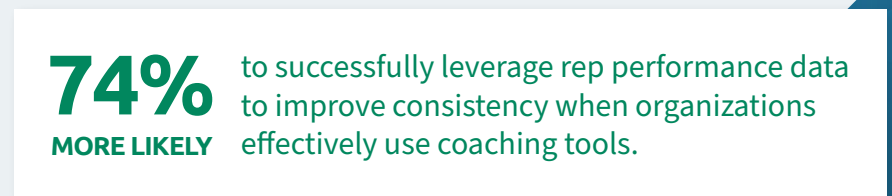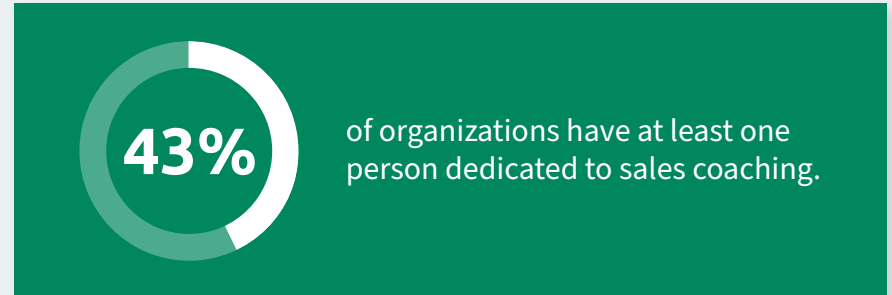
GOING FORWARD

With the leadership of sales enablement, revenue teams can feel well-prepared to drive value with buyers and empowered to succeed in the organization as part of a team. By investing in enablement-led talent development and readiness, organizations can improve talent management efforts, prepare sellers to thrive in their roles, and cultivate a place where reps love to work.

> " We made it clear that every individual was important. You weren't just a number. You weren't just somebody else on another team, but you were personal to us. We made it our mission to make everybody feel welcome across all the time zones, across all parts of the organization.

–Sarah Pearson, Senior Director of Global Go-to-Market Enablement at TIBCO

PROVE IMPACT TO SOLIDIFY ENABLEMENT'S VALUE

Sales enablement has the power to be a key lever to align marketing and sales teams, empower reps to maximize their performance, and alleviate business challenges.

However, for enablement to earn a seat at the table, practitioners need to prove their impact to the business against the organization's key challenge areas. By utilizing a data-driven approach and gaining advocates through cross-functional collaboration, sales enablement can reinforce its value to the organization and secure the support needed to increase impact over time.

Analytics To Solidify Impact

To continue to gain stakeholder support for enablement programs, practitioners need to be able to prove how their efforts have directly helped influence results and solve business challenges. Having a data-driven approach to enablement can help organizations strengthen sales talent development, optimize the buyer experience, and beat the competition more consistently.
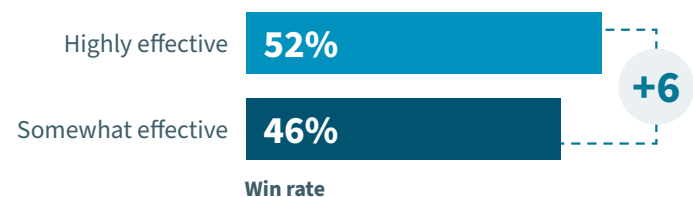
Ensuring enablement has the ability to measure its impact against the priorities of the business is crucial to gaining executive support. When enablement effectively provides insights into what works to maximize sales rep consistency, organizations report 4-percentage-point higher rep quota attainment and 6-percentage-point higher win rates.

How effective is enablement at providing key insights into what works to maximize rep consistency?

Impact on quota attainment

Highly effective	**65%**
Somewhat effective	**61%**

+4

Quota attainment

Impact on win rates

Highly effective	**52%**
Somewhat effective	**46%**

+6
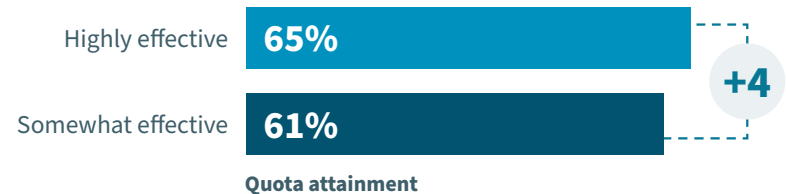
Win rate

Using analytics to communicate enablement's return on investment is necessary to illustrate its strategic value to leaders and partners across the business.

In fact, when enablement effectively uses data to analyze the business impact of its efforts, it is 2 times more likely to exceed executive expectations. Securing leaders' buy-in can boost enablement's business impact.

Additionally, when practitioners effectively communicate enablement's value to the business, it is 230% more likely that executive leaders view enablement's efforts as aligned with their goals, which will help to gain their support. Effectively proving the value of enablement to the business also enhances sales and marketing leaders' perception of enablement, increasing the likelihood of satisfaction with enablement's efforts by 36% for sales leaders and 50% for marketing leaders. Using data-driven insights to elevate enablement initiatives allows leadership to better understand the value enablement brings as it relates to their core business priorities so they can amplify these efforts going forward.

2X When enablement effectively uses data to analyze the business impact of its efforts, it is 2 times more likely to exceed executive expectations.

Impact when enablement is extremely effective at communicating its value to the business:

36% MORE LIKELY for sales leaders to be satisfied with enablement's efforts.

50% MORE LIKELY for marketing leaders to be satisfied with enablement's efforts.

230% MORE LIKELY for executive leaders to view enablement's efforts as aligned with their goals.

Crucial Collaboration

For enablement to optimize and secure its place as a strategic function in an organization, it needs to ensure it is well-connected with other teams and viewed as a collaborative business partner. To optimize cross-functional partnerships, approaching enablement with a data-driven mindset can aid in keeping teams aligned on the goals and progress of key initiatives.

For example, when enablement effectively uses data, it is 85% more likely to exceed expectations when collaborating with marketing and 57% more likely to do so with sales operations. When working with cross-functional teams, leveraging analytics can help streamline workflows and cultivate positive partnerships between enablement and key stakeholders.

Formalizing enablement's collaboration with cross-functional teams can also improve outcomes and help enablement gain executive approval. When sales enablement engages in formal collaboration, it is 182% more likely to exceed executive expectations in aligning with their goals.

Implementing a data-driven strategy to enablement practices is key to maximizing results and helping executives understand how enablement is providing strategic business value. When leaders are able to identify that value, practitioners can more easily communicate the significance of their work and secure executive buy-in.
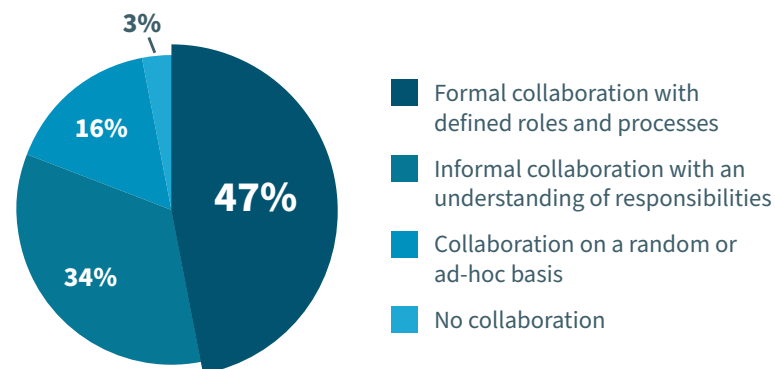
182%
MORE LIKELY to exceed executive expectations in aligning with their goals when sales enablement engages in formal collaboration.

Impact when enablement uses data extremely effectively, as opposed to somewhat effectively:

85%
MORE LIKELY to exceed expectations when collaborating with marketing.

57%
MORE LIKELY to exceed expectations when collaborating with sales operations.

Which of the following best describes sales enablement's collaboration with other functions within your organization?

- 47% Formal collaboration with defined roles and processes
- 34% Informal collaboration with an understanding of responsibilities
- 16% Collaboration on a random or ad-hoc basis
- 3% No collaboration

GOING FORWARD

To gain executive buy-in on enablement initiatives and reinforce the value of enablement in alleviating business challenges, leverage the power of data to prove impact and enhance relationships with key stakeholders. With data-backed insights that can influence strategic business decisions, enablement can solidify its impact in the company and earn a seat at the table.

" You want to look for things that your sales leaders are constantly pulling data about and that your executives with their board are constantly mentioning. Those are things that are top of mind for the business, so what can you do to impact that?

–Kristen McCrae McMullan, Global Sales Enablement and Readiness Leader, ProServe at Amazon Web Services

Conclusion

With each year that sales enablement evolves and matures, organizations continue to see improved business outcomes.

Especially in times of economic uncertainty, organizations need a strategic function they can lean on to drive sustained success among revenue teams. To achieve high rep engagement, consistent performance, and an optimized buyer experience, it is important for businesses to invest in the success of their enablement teams. By delivering impactful results and having the insights to demonstrate their value, enablement can be a key strategic lever to help organizations navigate change and uncertainty to maintain consistency and reach new milestones.

This year's report highlights three key actions that enablement teams can implement to accelerate their ability to meet their goals this year:

CURATE CONTENT TO DELIGHT BUYERS

To effectively meet the needs of the modern buyer and beat the competition, arm reps with curated content and sales plays that help reps personalize buyer experiences. With valuable resources and streamlined internal processes, sales teams can cultivate meaningful relationships and deliver the seamless experience buyers are seeking.

DEVELOP TALENT TO DRIVE RETENTION

Supporting reps to feel confident in their jobs is key to maximizing retention. Enablement can help reps succeed in today's environment by leading impactful onboarding, training, and coaching programs. By investing in enablement-led sales readiness, and measuring success through the use of tools, organizations can retain top talent and ensure reps are prepared to achieve high performance.

LEVERAGE ANALYTICS TO PROVE ENABLEMENT'S IMPACT

To maximize enablement's impact on the business, practitioners can provide clear data-driven insights, sourced from enablement tools, that demonstrate the effectiveness of their efforts and enhance collaboration with business partners. In doing so, sales enablement can demonstrate its value to the organization and earn buy-in from executive leaders to fuel long-term success.

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