



The new sales enablement imperative for marketers

How sales enablement can help marketing empower sellers to meet changing buyer expectations and drive profitable growth.



Table of contents

Introduction	3
The evolving expectations of buyers	6
The continuous challenge of sales and marketing division	8
Reps lack skills and confidence to run a consultative sale	11
The inability to connect enablement efforts to measurable impact	13
Summary	15

Introduction

In today's rapidly evolving business landscape, **buyer expectations are shifting** and companies are sprinting to keep up.

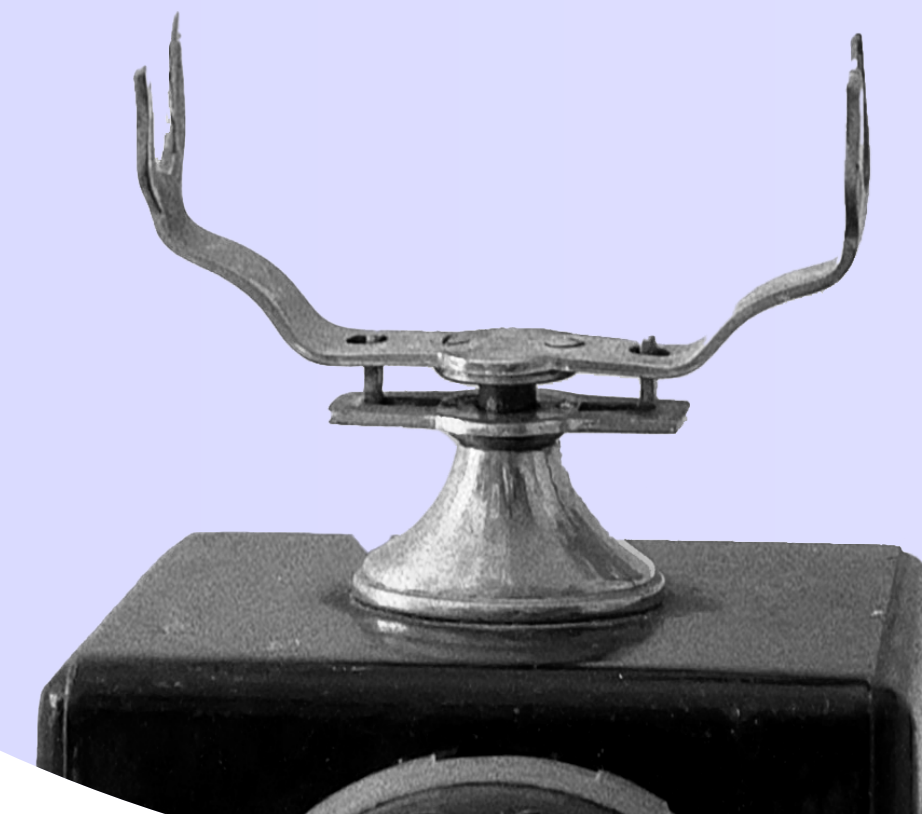
With the rise of generative AI technology making information easier to access, consume, and understand, buyers now expect sellers to go far beyond providing basic information about a product or service.

However, the traditional seller-led approach hasn't kept up with this evolution—resulting in a **disconnect in the buyer experience between sellers and increasingly knowledgeable buyers.**

¹ <https://learn.g2.com/sales-enablement-statistics>

58%

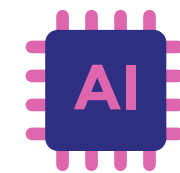
of deals are stalling because reps are unable to add real value during later stages of the sales process.¹



You won't succeed in today's dynamic business landscape by relying on the same familiar tactics.

The urgency to address these challenges has heightened due to **macroeconomic shifts** impacting businesses of all sizes and industries. Borrowing costs have increased, and conservative investors are more cautious.

It is now harder for companies to finance new projects, expand operations, or invest in research and development. For sellers, this means longer sales cycles, stalled deals, and missed quotas. For companies, this means the large investment in sales teams isn't delivering revenue growth, making it near impossible to maximize profitability.



The buying journey has evolved with increased access to information and self-serve approaches accelerated by generative AI.

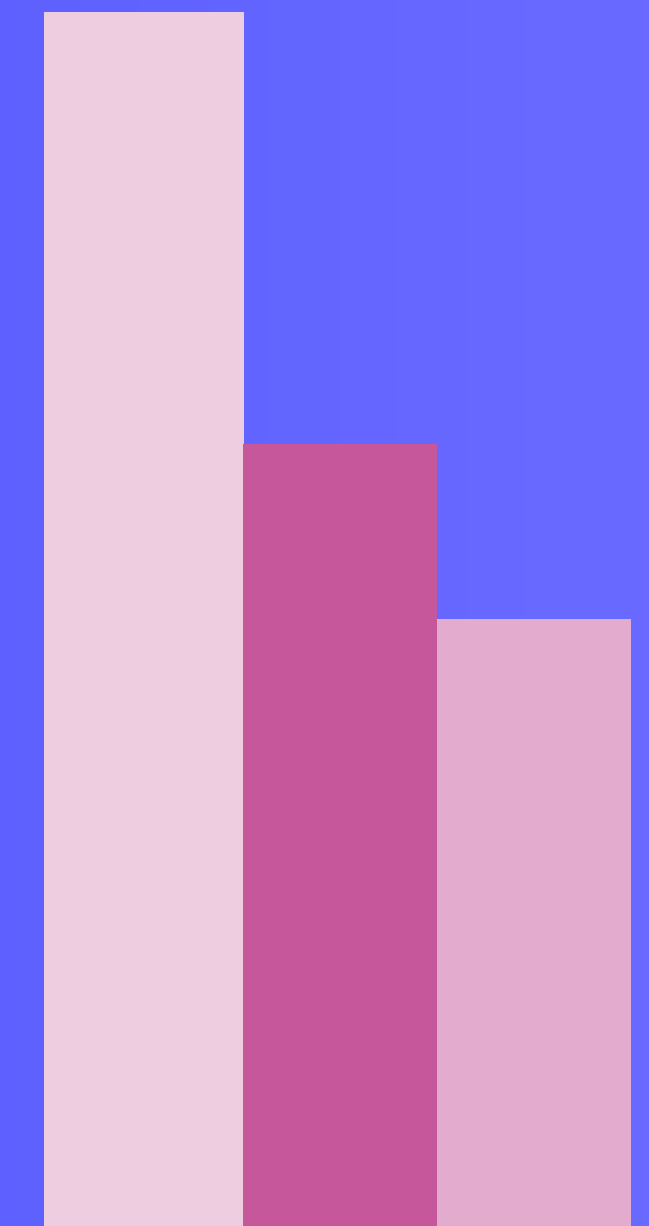


Macroeconomic challenges have intensified the need for effective sales strategies.



Sellers must evolve or they'll miss quotas, lose sales, and companies won't grow profitably.

only 25%
of sellers are exceeding their quotas.¹



¹ <https://salesinsightslab.com/sales-research/>

Enter sales enablement

By adopting the right sales enablement strategy, you can bridge the gap with buyers, streamline processes, and empower your sales teams—all in service of driving profitable growth.

In this guide, we explore the pressing need for organizations to overcome their selling status quo in favor of the right sales enablement solution. We'll uncover:

- 1 The challenges posed by the evolving buyer journey.
- 2 The rising costs of inaction.
- 3 The importance of streamlined sales content management, onboarding, and training.
- 4 The significance of measuring sales enablement impact.

¹ <https://www.gartner.com/en/newsroom/press-releases/2023-02-15-gartner-expects-sales-enablement-budgets-to-increase-by-50-percent-by-2027>

Gartner expects sales enablement budgets to

increase by 50%

by 2027.¹



Chapter 1

The evolving expectations of buyers

Buyers now have **unprecedented access to information** thanks to community forums, review publications, and generative AI technology. Most buyers have since embraced a **self-serve approach** to gathering information independently.

The buyer-seller disconnect

Sellers are struggling to keep pace with this shifting dynamic. The traditional role of sellers as sources of information is no longer enough to keep buyers engaged.

Buyers now expect sellers to:

- Understand their business, industry, challenges, and goals.
- Help them make sense of information and navigate complex challenges.
- Tailor conversations and solutions to their unique business contexts.
- Deliver relevant content at key points in the sales cycle, demonstrating expertise and value.

74%

of buyers rate a consultative style of selling as very important.¹

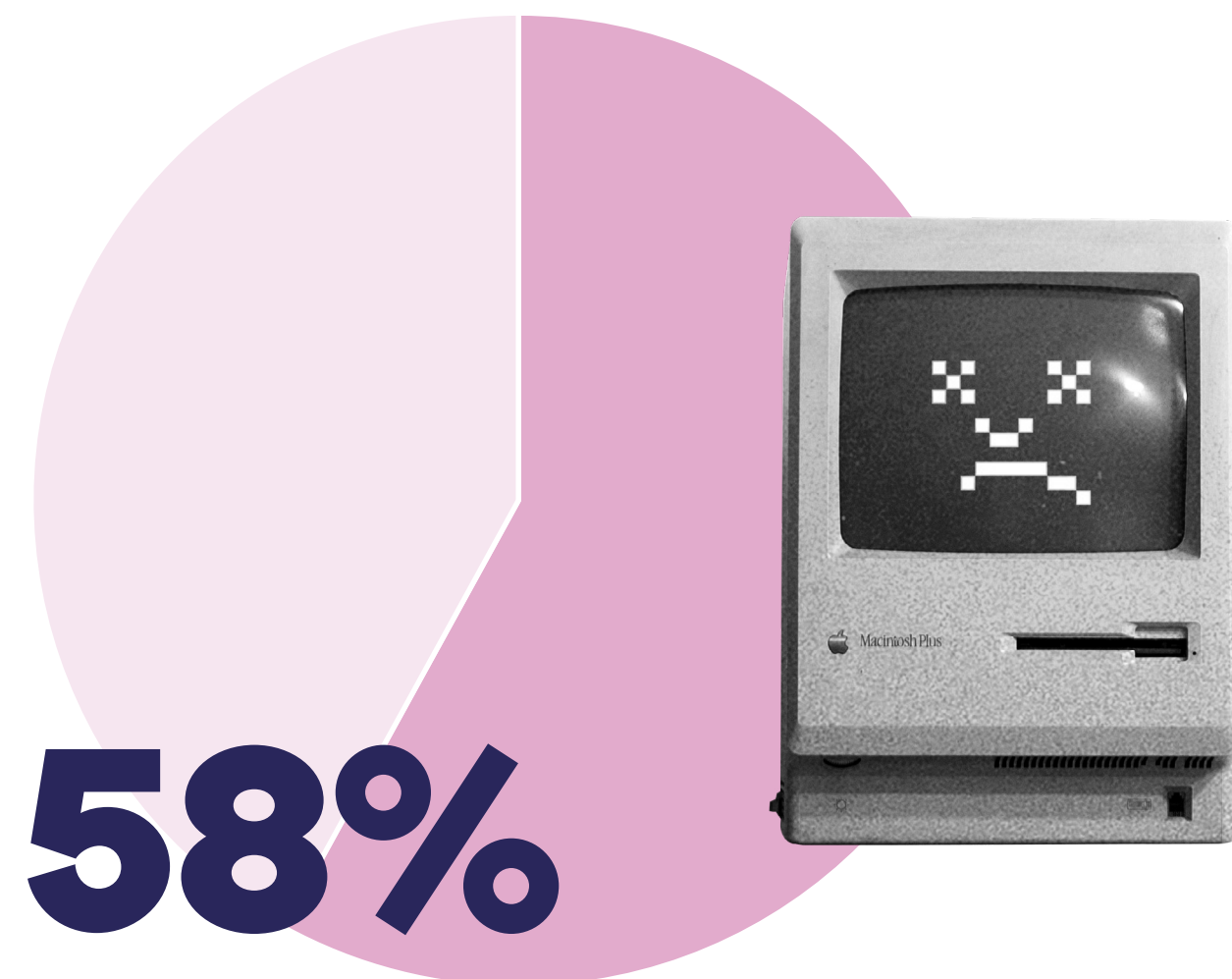
68%

of buyers consider “knowledge of our company and its needs” as a top reason for choosing a vendor.²

¹ <https://bridge.showpad.com/share/yqIFTOKgWuliS8e8pcAdm>

² <https://www.demandgenreport.com/resources/research/2022-b2b-buyer-behavior-survey-orgs-must-remain-agile-as-buyers-conduct-self-service-anonymous-journeys/>

Status quo selling remains disconnected from the self-serve aspect of the buyer journey. Sellers find it challenging to convey a clear purpose to buyers, often sharing duplicative and generic information. Consequently, **more than half** (58%) of deals stall because sellers struggle to add real value in the later stages of the sales process.



of deals stall due to reps' inability to add value in later stages.¹

¹ <https://learn.g2.com/sales-enablement-statistics>

Sales enablement technology bridges the gap

The right sales enablement solution empowers sellers to become trusted advisors. Here's how it can strengthen the evolved seller-buyer relationship:



Streamlines non-selling activities, so reps can focus energy and effort on the buyer.



Enhances the delivery of information through digital and in-person channels.



Surfaces tailored and relevant content throughout the sales cycle.



Facilitates consistent onboarding and targeted sales coaching to keep sellers at their best.

Chapter 2

The continuous challenge of sales and marketing division

Many sales organizations are faced with the challenge of **disconnected and disorganized content sources**. This is a long-standing struggle for companies who fail to centralize their sales content in a single, easily accessible location.

As a result, sellers are left searching for relevant materials across various platforms and repositories, wasting valuable time and effort. All while large volumes of sales content assets go unused.

>30%

of marketing budgets are invested in content creation.¹

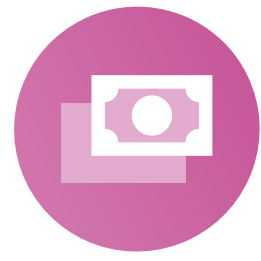
65%

of sales content goes unused because it's undiscoverable or not useful.²

This means that sellers have access to lots of content but are still ill-equipped to have high-quality conversations with buyers.

¹ <https://www.websitemagazine.com/content/how-to-measure-the-effectiveness-of-your-content-marketing>

² <https://www.forrester.com/blogs/whyeveryorganizationneedsabtocontentaudit/>



The cost of neglecting sales content management

Without an effective sales content management system in place, you can expect:

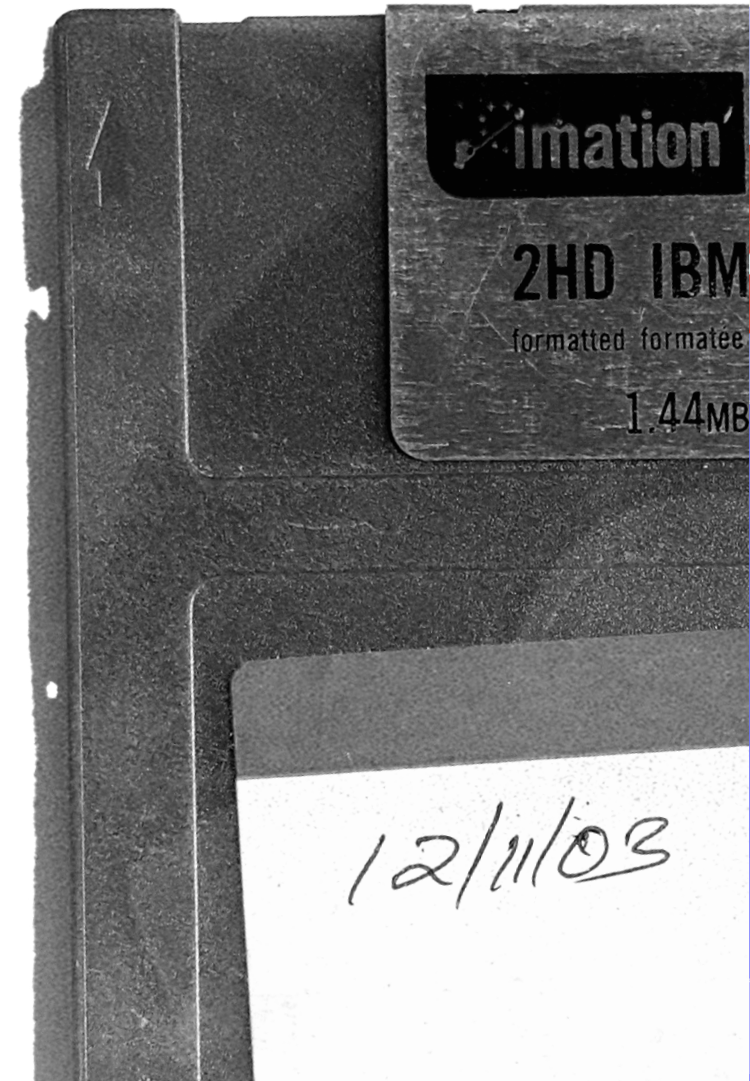
- High content creation costs without reaping the intended benefits.
- Uncertainty over the return on investment (ROI) of content creation efforts.
- Reduced content creation budgets and resources.
- A lack of just-in-time content to keep buyers engaged throughout the sales cycle.
- Disengaged buyers, leading to stalled sales and missed opportunities.



Manage content seamlessly

Here's how a sales enablement solution solves sales content management challenges:

- Centralizes all sales content in a repository for easy access and discoverability.
- Surfaces the most suitable content to address a buyer's unique needs and challenges throughout the sales process.
- Empowers sellers to engage buyers with high-quality conversations, driving better outcomes and seller effectiveness.
- Provides an organized and convenient delivery system to give buyers the information they need to simplify decision-making.



Sales enablement solutions in action

Healthcare enterprise [Kaiser Permanente](#) uses sales enablement technology to manage its massive content library.

The sales enablement solution saves valuable time for Kaiser Permanente's sellers and gives them the confidence that the content they're sharing is always up-to-date, on-brand, and industry compliant.

“We can react quicker, we can be more responsive, and be confident that the response we’re delivering to the customer is the most relevant and appropriate.”



Tom Carter
National Vice President,
Business Marketing at Kaiser Permanente



Chapter 3

Reps lack skills and confidence to run a consultative sale

It takes sellers

over 11 months

to ramp up to full productivity.¹ Sellers only stay in their role for 1.4 years.² Meaning that sellers spend over 50% of their time at a company not at full capacity.

Many organizations struggle with onboarding processes that are **inconsistent, non-scalable, and lengthy**. This lack of efficiency hampers the ability to quickly ramp up new sellers and equip them with the necessary skills and knowledge to excel in their roles.

Inefficient onboarding and training take their toll

Without an effective onboarding and training system in place, you can expect:

- Extended ramp times, requiring more time and budget to get new sellers up to speed.
- Delays in new sellers' ability to generate revenue.
- Challenges in training on consultative selling skills.
- Significant performance gaps amongst the sales team.
- Missed sales quotas, underperformance, and a general lack of effectiveness in driving revenue growth.

¹ <https://vantagepointperformance.wistia.com/medias/lsgyag67b2>

² <https://blog.bridgegroupinc.com/sales-development-metrics>

Set the new success standard

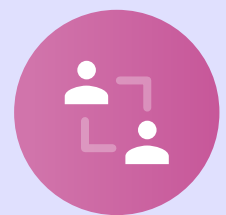
Here's how a sales enablement solution transforms sales onboarding and training:



Automates structured and repeatable onboarding programs to ensure consistent success.



Delivers just-in-time learning and targeted training to help sellers address specific customer challenges.



Facilitates ongoing skill development and coaching through interactive modules, role-playing exercises, and assessments.



Shares real-time feedback and guidance to help sellers improve their skills.



Provides valuable insights for managers into individual and team performance, flagging skill gaps and areas where tailored coaching is needed.

Sales enablement solutions in action

Global talent marketplace [Andela](#) uses sales enablement technology to deliver repeatable, scalable, and effective sales onboarding and training programs.

Since implementing an enablement solution, Andela has seen:

- **67%** reduction in onboarding time
- **33%** shorter sales cycles

“We’ve reduced SDRs’ time to first-booked meeting by over 50%, and it’s gotten even better since then. It now takes 16 business days for an SDR to be onboarded and book their first meeting.”



Carly Lehner
Senior Director,
Revops and Enablement
at Andela



Chapter 4

The inability to connect enablement efforts to measurable impact

only **25%**

of organizations have the know-how and instrumentation to measure the impact of sales enablement initiatives.¹

Many organizations lack the metrics, infrastructure, or understanding to effectively measure the impact of sales enablement efforts. Without a clear understanding of the outcomes and ROI of enablement programs, organizations may struggle to justify investing in enablement initiatives.

The result of ignoring enablement metrics

Without concrete data and insights, your enablement efforts may go overlooked or undervalued within the organization. This can lead to a lack of support for sales enablement programs, resulting in:

- Reduced budgets and resources
- Lack of prioritization for sales enablement activities
- Limited scalability
- Missed opportunities for improvement

Ultimately, you may miss out on the **full potential of sales enablement** to drive profitable revenue growth and competitive advantage.

¹ <https://www.salesenablementcollective.com/the-complete-guide-to-sales-enablement-roi/>

Optimize enablement investments with data

You need to establish a framework to measure the impact of sales enablement. Then, leverage those insights to **identify areas to optimize** your enablement investments and **continuously improve your programs**. This data-driven approach helps you make informed decisions, maximize your investments, and secure ongoing support and resources for enablement initiatives.

Tie performance metrics to business outcomes to prove the value of your sales enablement efforts.



Sales Content Management: Connect content views, shares, and length of engagement with seller win rates, deal cycle length, and deal size.



Sales Training: Link onboarding program and course completions with faster ramp times, quota attainment, and revenue per rep.

Summary

In the face of a rapidly evolving business landscape and changing buyer expectations, **sticking to the old ways of selling simply won't cut it.**

The traditional seller-led approach falls short in meeting the demands of today's increasingly knowledgeable self-serve buyers who expect more than basic information. It's time to embrace sales enablement as the new imperative for sales success.

Sales enablement, when powered by the right technology:

- Bridges the gap between sellers and buyers.
- Empowers sellers to deliver personalized, valuable information throughout the sales cycle.
- Centralizes sales content for easy discovery and delivery.
- Facilitates quicker ramp times and ongoing coaching for continuous improvement.
- Transforms sellers into consultative partners and trusted advisors.

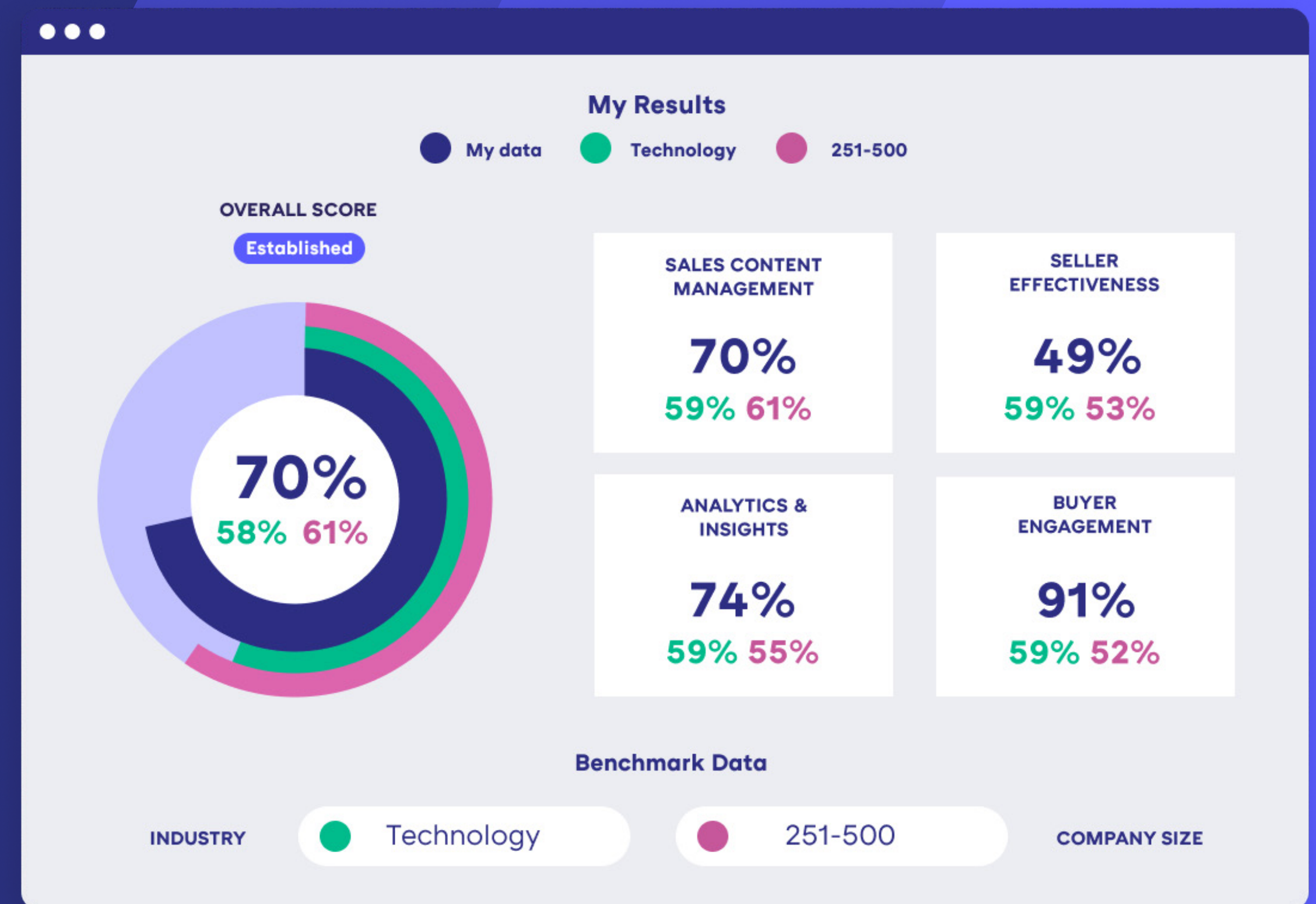
The evolving sales landscape demands a proactive approach, and **sales enablement is the key to success in this new era of consultative selling.**



Ready to get started?

Check out our **Sales Enablement Maturity Calculator** to assess where you are on your enablement journey—and get actionable feedback on how to evolve and grow.

[Start your assessment](#)





Founded in 2011, Showpad provides the leading **Enablement Operating System (eOS)**. The Showpad eOS® unites marketing and sales teams to deliver revenue-driving experiences. We help your teams empower sellers with relevant content and training to engage buyers and close sales with confidence.

Showpad supports strategic alignment and efficiency across revenue teams. We partner with organizations of all sizes and maturity levels in more than 50 countries, including Dow, GE Healthcare, Honeywell, Dupont, and Coca-Cola EuroPacific Partners.

Showpad is dual-headquartered in Chicago, IL and Ghent, Belgium and powered by a diverse global workforce. For more information, visit [showpad.com](https://www.showpad.com).

