



The Media Sales Report

Sales Enablement



THE CENTER FOR
SALES STRATEGY

Sales Collateral Performance



How Useful Do Sellers and Sales Managers Find Their Sales Enablement Resources?

According to this year's survey, **78% of salespeople reported having current sales collateral to support them in all stages of the sales process, while nearly a quarter (22%) indicated a lack of these materials.**

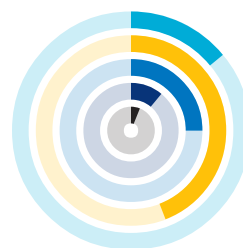
When asked about the quality and effectiveness of their sales enablement, just 14% say that they are "very satisfied." **That leaves 42% of sellers who range from being unsure to "very dissatisfied" in regards to the quality of their current sales collateral pieces.**



22%

of salespeople don't have current sales collateral pieces to help in all stages of the sales process.

Satisfaction with Sales Enablement Quality



Very Satisfied (14%) Satisfied (44%)
Not Sure (25%) Dissatisfied (11%)
Very Dissatisfied (6%)

From the sales management perspective, 38% are satisfied with their company's sales collateral, while 33% were uncertain about its effectiveness.

That being said, 75% of sellers and 73% sales managers agree that they have access to the necessary resources to exceed sales goals.



73%

of sales managers say their teams have access to the necessary resource to exceed their sales goals.

Marketing Strategy



Too Many Aren't Confident in Their Company's Marketing Strategy

Marketing and sales alignment remains a key factor in sales enablement. And according to this year's data, **40% don't believe their company has a comprehensive sales enablement plan that attracts prospects, nurtures the sales process, and promotes thought leadership.**

My Company Has an Effective Sales Enablement Plan

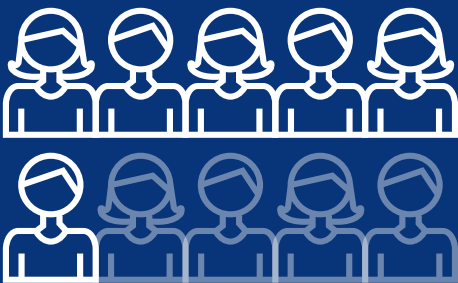


No (40%) Some (39%) Yes (21%)

Among sales managers, 30% believe their company has a fully developed sales enablement plan, while 38% indicate that no such plan exists. These findings suggest a gap in structured marketing strategies that directly support sales teams.

Company Websites Aren't Seen as Helpful

Only a quarter of sales managers (25%) believe their company's website makes it easy for prospects to learn about their company and the problems they solve. And a whopping 60% say that their company's website doesn't effectively communicate their value proposition to prospects. Up from 56% who said the same last year.



6-in-10

managers say their company's website doesn't effectively communicate their value proposition to prospects.



Sales Enablement Breakdown

Many salespeople have access to collateral, but it often falls short in their eyes. Without high-quality resources, engaging prospects and closing deals becomes harder. Leaders must prioritize stronger sales enablement tools.

Sales managers see the gap, but opinions vary on effectiveness. **Many feel their teams are well-equipped for success, but that optimism doesn't seem to be coming from the quality of their sales enablement.** Better alignment between sales and marketing can help close this divide.

Sales enablement goes beyond collateral - it requires a clear strategy. **Many companies lack a solid plan, and their websites fail to communicate value.** Strengthening these areas will drive better sales outcomes.