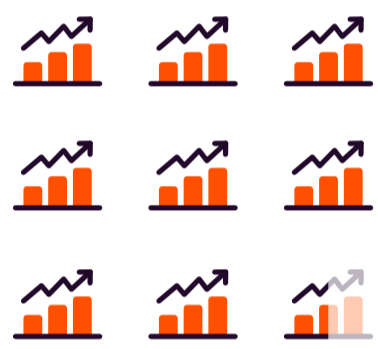


How **valuable** is enablement technology?

We surveyed more than 1,200 full-time sales, enablement, and customer success professionals in managerial and leadership roles throughout the United States and Europe to find out.

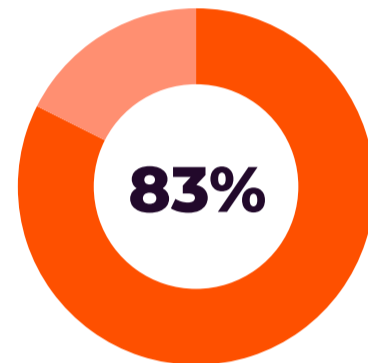
Here's what we learned:



99% of those who use enablement technology say **it makes their jobs easier.**



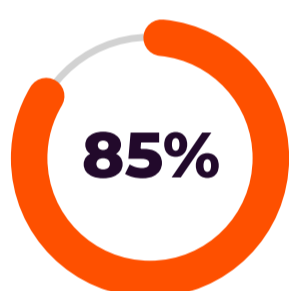
They say it saves them an average of **13 hours per week.**



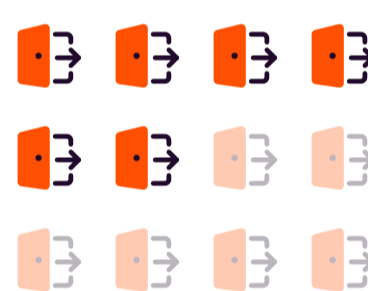
83% say it frees up time for **revenue-generating activities.**



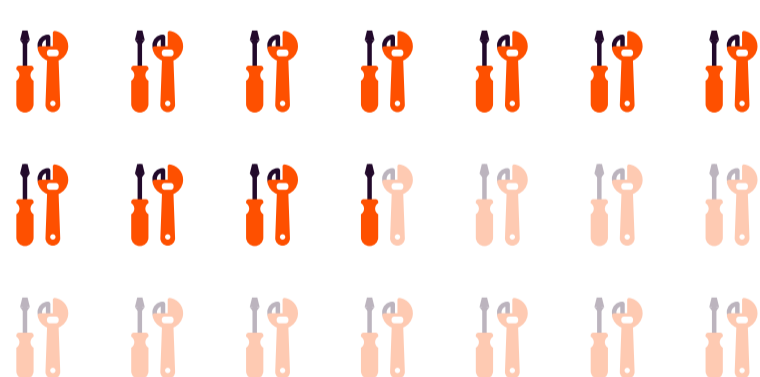
It also saves them time in locating content, which **87%** say helps them **prepare for customer meetings and presentations.**



85% say the same thing about being able to **quickly access training and coaching content.**



In fact, **50%** of all respondents—**72% in the US**—say they're considering **quitting their jobs** due to a lack of training.



Almost the same proportion—**51%** of all respondents, **73%** in the US—say they're thinking of quitting due to a lack of tools that can support their success at work.

So, it's a good thing **85%** say their company plans to either **retain or increase** their investments in enablement technology.

Why?



76% say it will help **retain employees.**



77% say it will **attract new talent.**



84% say it will help with **operational efficiency.**



88% say it will help **maintain client relationships.**



92% say it's integral to **weathering difficult economic times.**

To learn more, [check out the full study.](#)



Ready to find out how valuable enablement technology can be for your business?

[Speak with our team →](#)