



Seismic



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01 Welcome

Welcome to the second annual edition of the State of Sales Enablement, Operations and Technology Report.

Over the past year, we have seen sales enablement continue to become a vital function and ecosystem within sales organisations of all sizes.

Today, businesses are aligning their sales content, training initiatives, technology stack, and operational activities to meet specific business needs. This alignment is delivering a powerful combination of efficiency and effectiveness, driving them closer to achieving their sales objectives.

What's increasingly evident is a more cohesive sales enablement approach. This transformation is a result of not only sharpened long-term strategies but also the incorporation of cutting-edge technology that bolster sales teams and their supporting structures.

However, it's important to acknowledge that there are still barriers standing in the way of achieving full maturity in sales enablement.

This report examines the ongoing evolution of sales enablement and the broader sales technology landscape. It sheds light on the challenges and opportunities that growth leaders encounter as they navigate the dynamic sales environment.

We have been delighted to collaborate closely again with Seismic on this project and to be able to share some of their considerable knowledge and insight.



Carlos Doughty
CEO and Course Instructor,
LXA

02 Foreword

Today's volatile market condition demands businesses to take a paradigm shift in their approach to selling. Digital transformation is high on the agenda and sales enablement has emerged as a critical discipline, empowering go-to-market professionals with the right content, tools, resources, and knowledge they need to excel in an increasingly complex and competitive marketplace.

The advancement of Artificial Intelligence (AI) has significantly changed the dynamics of traditional B2B selling, and one of the most promising frontiers in this regard is Generative AI. Generative AI, which leverages the power of natural language processing (NLP) technology, offers an exciting opportunity for businesses to significantly elevate their go-to-market processes by providing sales teams with capabilities that help them discover, create and automate personalised selling at scale while at the same time augmenting all that with human intelligence for continuous optimisation. Fierce competition in today's digital landscape makes AI-powered tools a necessary addition to sales enablement. AI is no longer optional for the go-to-market teams.

Seismic has been at the forefront of AI development since we launched Aura, our AI-guided selling tool in 2016. We have helped thousands of businesses across various industries globally to champion and implement sales enablement excellence that drives real business outcomes.

This report combines the results from a recent field research of European and UK commercial leaders in the B2B market, our deep industry knowledge, and LXA's research methodology, training and community access. We are excited about presenting the findings to you in the hope of continuously advancing our collective intelligence and practice towards sales enablement excellence. I would like to thank you for your time, and hopefully, you will find this report useful.



Winnie Palmer EMEA Head of Marketing, Seismic

03 Methodology

The methodology involved three main phases:

Phase 1: Desk research to review some of the most recent and relevant literature that explores themes relating to sales enablement and technology.

Phase 2: Qualitative research including a series of in-depth interviews with a range of senior client-side, agency and vendor marketing leaders across multiple sectors.

Phase 3: An online survey of 204 respondents was conducted during August 2023. 90% of respondents were Sales Directors, Chief Growth Officers (CGO) or Chief Revenue Officers (CRO). While 10% were Chief Marketing Officers (CMO). All were from B2B organisations of 1000+ employees based in the UK (73%), France (11%) and Germany (13%).

This report also contains commentary from respondents interviewed by LXA. LXA would like to thank the following people for their contributions to this report:

- Carlos Doughty, CEO & Course instructor, LXA
- Winnie Palmer, EMEA Head of Marketing, Seismic
- Pam Didner, Author & Speaker
- Lawrence Wayne O'Connor, Director of Global Revenue Enablement, Veriff

O4 Sales enablement & sales operations maturity

Sales enablement and sales operations are two functions with distinct roles which work together closely with the common aim of driving sales productivity and revenue growth.

While the focus of sales enablement is around providing sales teams with the tools, learning, and content they need to effectively engage with customers and close deals, sales operations is focused on the day-to-day management and optimisation of the sales process.

One way that sales enablement and sales operations work together is by collaborating on sales strategy. While enablement teams provide insights into the needs of the sales team, sales operations can provide data on sales performance and market trends.

The key pillars include the creation, distribution, effective use, and optimisation of content throughout the sales process, the ongoing training and coaching which enables sales teams to continually learn and improve, and the technology which allows sales teams to operate effectively in an increasingly digital-first world.

These pillars are supported by the strategy and processes which are put in place to ensure that sales teams run efficiently, have the right people and skills, and that technology is used effectively, all with the goal of improving overall sales performance.

Sales enablement and sales operations are like a dynamic duo, combining to boost sales productivity and revenue growth. They ensure that our teams are equipped with the right tools, knowledge, and strategies to engage customers effectively and manage the sales process seamlessly. This drives excellence in sales performance.



Carlos Doughty, CEO and Course Instructor, LXA



Sales enablement and operations is all about improving the overall maturity, and therefore effectiveness of the sales function.

Organisations with higher levels of sales enablement maturity tend to experience better sales performance, improved collaboration between departments, and a more customercentric approach.

However, achieving higher maturity levels requires ongoing effort, investment, and a commitment to evolving sales enablement & sales operations best practices in response to changing market dynamics and customer expectations.

Our results show that many organisations have improved their maturity levels in several areas since our 2022 survey.

For example, maturity levels for Planning and Strategy, Platforms and Technology, and People and Teams are higher than in last year's survey.

There is still room for improvement across all maturity pillars, with less than 20% of organisations reaching optimal maturity levels. Also, while maturity levels for People and Teams have improved since last year, it still remains the area of lowest overall maturity.



In a new, digital-first world, improving maturity levels is vital to deal with changing customer behaviour and market trends, and one key challenge is the changing customer journey. Customer journeys are becoming more complex, and sales teams have to adapt to this with new ways of selling. Organisations are increasingly recognising this issue. 72% of respondents have seen journeys become more complex, compared with 65% last year.

In the past, buyers had limited channels to find information. Now, sales people don't really have a lot of control, and buyers can formulate their own journey, and make their own judgement of products. However, buyers still need to talk to salespeople. Sales teams need to think in terms of what they can control. A lot of the time, this is to educate your customer about your product. This should be done in a transparent way, without selling too hard. Many companies fail here because they don't always address what a product can and cannot do. Customers often welcome that honesty.



Pam Didner, Author & Speaker



This complexity is also reflected in the number of interactions customers have with organisations before closing a deal. Buyers are taking time to educate themselves about products, browsing different vendors, talking to other contacts in the industry, as well as consulting with other decision-makers in their businesses.

Respondents report an average of 9.8 interactions with customers before closing a deal, up from 9.2 in 2022. It's also interesting to see the different perspectives on this between roles.

For example, the CMO reports an average of 12 interactions, perhaps because they see more of the early part of the customer journey, while sales leaders tend to concentrate on the bottom of the funnel.

Sales teams can't speed up this customer journey, they need to let buyers take their time, but they can try to make the most of the time they do have with prospects.

I think salespeople need to collaborate more with the buyer so that the meetings they're having are more impactful. You can't make the time go faster, but you can get more done. You can prep buyers for the meeting, and give them tools that they can use to share with their internal buying team. That's what you can use to actually speed up somebody's time and help them to make those decisions faster.



Lawrence Wayne O'Connor, Director of Global Revenue Enablement, Veriff



This increased complexity also underlines the need for digital selling transformation, to adapt and evolve sales strategies, practices, and technologies for digital tools and channels.

This need for transformation comes from the recognition that buyer behaviour has shifted significantly thanks to digital, and businesses must therefore adapt to meet the changing expectations and preferences of customers.

This involves using data and technology to gain greater insights into buyer behaviour, to engage buyers on multiple channels, and to ensure that sales teams have the skills, content and tools to sell in this new environment.

This falls under the scope of sales enablement and sales operations, and our respondents see the importance of this function. 68% see it as key to driving overall business performance. 76% also agree the leadership teams understand the value that sales enablement is bringing in terms of improved performance.

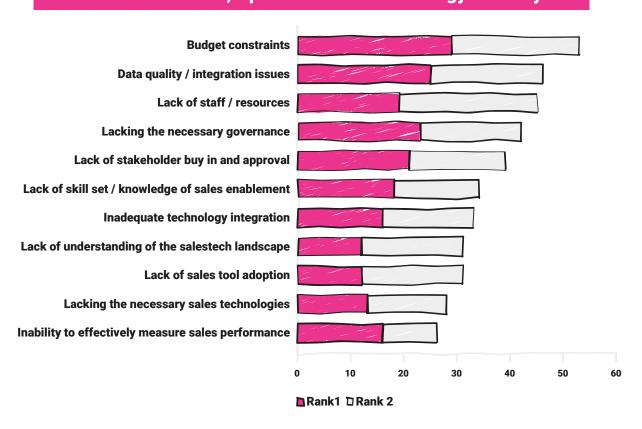
76%

Our leadership team believes sales enablement and sales operations are key to driving sales performance.

Agree/Strongly Agree

Budget constraints, issues with data quality, and lack of staff/resources are seen as the biggest barriers to sales enablement maturity, though a wide range of issues are also contributory factors. Lack of sales tool adoption cited less than last year (45% vs 15%).

What are the biggest barriers to driving your organisation's Sales Enablement, Operations and Technology maturity?



Action points

- Map out your path to success. Don't leave success to chance. Measure and track your own maturity levels. Develop a comprehensive checklist that outlines the steps required to achieve sales enablement excellence. This checklist should cover everything from content management to training, coaching, technology and accountability. By mapping out your path to success, you provide a clear roadmap for your teams to follow, ensuring that no vital components are overlooked. A well-structured checklist will be your guide to achieving peak sales enablement performance.
- Drive digital sales transformation. Sales Enablement can be the engine that drives sales transformation and improves maturity levels. Invest in data and technology to gain a deeper understanding of buyer behaviour, enabling more effective engagement across digital channels. Provide sales teams with training to enhance their digital selling skills and adapt to the changing landscape. Strengthen the sales enablement and operations function to support transformation efforts. Ensure they have the resources and capabilities to drive change.
- Evolve sales strategies for complex journeys. Encourage sales teams to focus on
 educating customers about products and services transparently. Address what a
 product can and cannot do to build trust. Recognise that buyers have multiple
 channels to find information. Develop strategies for engaging customers across
 these channels, providing valuable insights at each touchpoint.
- Maintain and strengthen leadership support. Communicate the value and business benefits of sales enablement and operations to your leadership team. You should use data and performance metrics to demonstrate the positive impact of sales enablement on overall business performance. Collaborate closely with leadership teams to align sales enablement strategies with broader business objectives.

5 Sales team operating model

Effective collaboration between marketing and sales is vital for overall business success. Departmental silos are a common issue in many organisations, but our results show an overall trend towards greater alignment, especially when compared with last year's survey.

Sales enablement can be a catalyst which helps to break down those silos and encourages greater collaboration between teams.

For example, we find that, while the sales enablement function is most likely to be owned by the Chief Sales Officer or similar role, for 19% of organisations, the CMO is responsible for sales enablement, up from 10% in our 2022 survey.

With alignment between marketing and sales a key signifier of a healthy sales enablement function, greater involvement from marketing is a promising sign. With factors such as data sharing, and consistency of messaging being essential to improved sales journeys, alignment can be crucial for business success.

With marketing enablement becoming more of a common function, and similarities in the skill sets and knowledge between marketing operations, sales operations, and revenue operations, we're seeing a trend towards greater collaboration between marketing and sales, with experience in tech, content, data and coaching shared between the two.

The degree of alignment between marketing and sales will vary according to different tasks, but there are several areas of shared responsibility.

We can see a greater degree of collaboration in areas such as tech management, process automation, governance and compliance, as well as lead scoring and routing.

People need the vision and the tools to enable alignment, not just work towards it. With the right tech in place you can enable the end to end process and workflow to the point where the full marketing and sales funnel is combined.

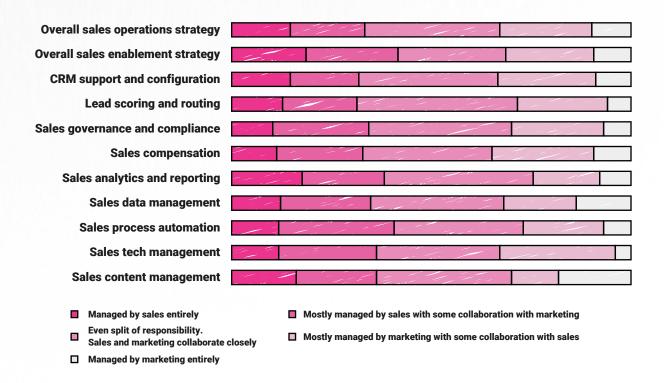
Winnie Palmer, EMEA Head of Marketing, Seismic







How would you describe your organisation's split of responsibility for managing sales enablement between sales and marketing, HR and Finance?



Meanwhile, marketing has a greater influence on sales content management and automation. While some collaboration is helpful here, marketing teams are more likely to have that expertise in content creation, branding, and messaging.

Content is a core pillar of sales enablement as it plays a crucial role in empowering customers to make informed purchase decisions, pushing them further down the buyer journey.

The involvement of marketing can help to ensure that quality content which is consistent with overall brand messaging is used throughout the customer journey, aligning with the sales funnel, and converting prospects at each stage of the buyer journey or sales process.

An integrated content strategy should align the traditional 'broadcast' marketing content at the early awareness stages with the 1:1 personalised content for sales at the latter stages.

Marketing material will get the attention and generate leads of potential customers. Sales content is designed to help convert prospects and close deals. Content creation is usually the sole responsibility of marketing, while sales teams will take this content, picking and choosing the content which is relevant to their target customers.

Marketing will often take the lead in content creation but sales enablement teams will remix the content so it relates to the deals sales teams are working on, and is more relevant to the customer. In this sense, marketing is the musician and the sales team the DJ.



Lawrence Wayne O'Connor, Director of Global Revenue Enablement, Veriff



Looking at the split of responsibilities between sales and HR, we find that for sales recruitment, as well as training and onboarding, HR are more likely to have the sole responsibility for initial onboarding and training.

However, initial training and onboarding is part of HR's remit for a reason. This is the team with expertise in delivering training programmes and onboarding processes, and can also cover areas such as company-wide policies and compliance while ensuring consistency of onboarding and training company-wide.

It's important to distinguish between the initial general company onboarding and training provided by HR, and onboarding into sales teams, an area where sales teams are much more likely to have greater input.

Onboarding into a sales role is about imparting the skills, techniques, knowledge and content, as well as training sales people to use the tools they need for the role. This is a task that requires the knowledge and experience of the Sales Enablement team.

The majority of organisations (76%) have formalised, structured training programmes in place to upskill and reskill teams, which is vital as sales teams skills and knowledge have to adapt to market conditions, product changes.

Sales teams also need to adapt to the more complex customer journeys and interactions we're now seeing, and continuous training is needed here. While the timeless fundamentals of selling may remain the same, they need to be adapted to a digital world.

Personalised training works for the majority of respondents too, with 77% seeing a direct link between training and improved sales rates and performance.

Ongoing training is an interesting area, and this is very much part of the sales enablement role. Our survey finds a direct link between training and improved performance, yet it's an area where there's also room for improvement, with fewer respondents believing their organisation is delivering best practices in terms of training and onboarding.

This is where regular coaching and training is required, enabling sales people to practice and hone their selling skills. This training should be interactive, engaging and highly relevant to the individual.

77%

Agree/Strongly Agree

There is direct correlation between an increase in personalised training and positive sales rates and performance.

On the job training should be driven by sales. It needs to be contextual to what sellers are dealing with at that moment, what's in their pipeline. So if I'm running training on how to negotiate procurement, and the seller's problems are around pipeline discovery then they have no reason to pay attention to that. If it's not contextual to what deals are happening at the time, sales teams are not going to be as engaged with what's happening. Training should also be interactive rather than lecture based. Sometimes we spend so much time creating all this great content, and we're not having our sellers engage with it right away and actually practise it.



Lawrence Wayne O'Connor, Director of Global Revenue Enablement. Veriff

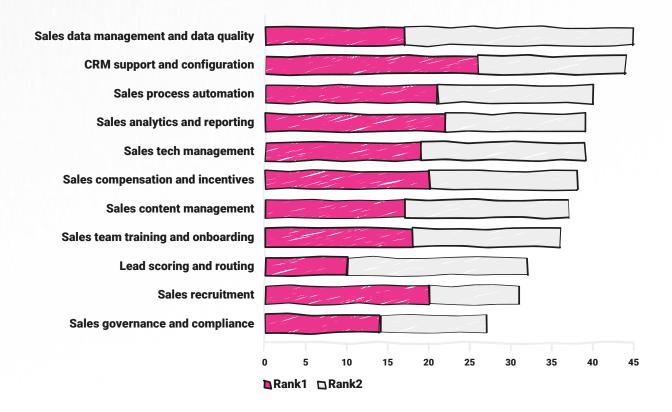


Looking at the key areas of focus for sales teams, we see the three core areas of sales enablement; coaching, technology and content.

Sales data management and quality are of the highest importance for our respondents, closely followed by CRM support. This is because data quality underpins an effective sales operation.

It is also linked to areas such as sales tech management, as technology can only be truly effective when data quality and the flow of data between systems is working.

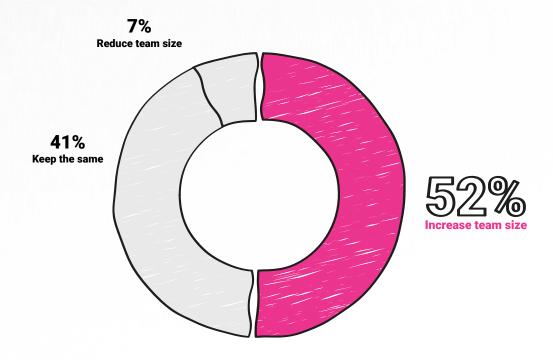
In terms of sales enablement and sales operations, please select the key areas that your organisation considers to the of highest focus and importance.



These are all areas where sales enablement programmes are essential. They have the knowledge, skills and processes to optimise sales performance through more effective management of data and the sales tech stack, by working with marketing to produce and use effective content through the buyer journey, and to train and upskill teams as part of the process.

The importance of sales enablement, and its direct contribution to business performance, is now more clearly understood within organisations, and for this reason 52% of companies are planning to increase the size of their sales enablement and sales operations function over the next 12 months, while just 7% expect team size to reduce.

Which best describes your plans for the size of the sales enablement and sales operations function in the next year?



Action Points

- Dedicated teams & accountability. Recognise the need for a dedicated team within
 your organisation who focus specifically on sales enablement. Appoint a product
 owner or champion whose primary responsibility is to oversee and enhance your
 sales enablement efforts. This individual will drive accountability, oversee strategic
 planning, and ensure that enablement initiatives are effectively implemented and
 measured. With a dedicated persona, you'll have a clear advocate for the success
 of your sales enablement projects.
- Deliver an end-to-end full funnel vision. Adopt a holistic approach that encompasses the entire sales funnel, from lead generation to customer retention. Provide your sales teams with a comprehensive understanding of the customer journey and sales process. Equip your sales professionals with insights into every stage of the sales funnel, from the initial prospecting and lead qualification through to closing deals and post-sales support. This comprehensive view allows them to make data-driven decisions and prioritise activities effectively. Fostering collaboration between sales and marketing teams becomes seamless when everyone shares a full-funnel perspective.

- Develop an effective Go-To-Market model for content, data, and processes.
 Crafting a robust GTM model encompassing content, data, and processes is paramount to organisational success. This call to action underscores the need for a well-structured GTM strategy that seamlessly integrates these critical components. Here's the significance in a nutshell:
- Control the content chaos. Understand the diverse range of content your sellers rely on and organise it efficiently so they can find, personalise and share relevant content with customers, in seconds. Ensure that your content is easily accessible to sellers by delivering it directly to where they work and interact with buyers. Dedicate a specific focus to enablement, ensuring that your content aligns with your sales strategy. Implement a checklist-driven approach to map out your path to success, detailing the necessary steps and resources. Assign dedicated personas and establish accountability for managing and optimising your content ecosystem.
- Real-time sales training. The old model of training where sellers were pulled away from their day job is difficult, outdated, and inefficient. Embrace the power of real-time, just-in-time sales training that goes beyond traditional Learning Management Systems (LMS). Leverage technology to provide bite-sized, ondemand content that equips your sales teams with the knowledge they need, precisely when they need it. Harness technology to enable your salespeople to practice and perfect their pitches, focusing on delivery while having instant access to up-to-date content. It's time to evolve your training approach to match the speed of the modern sales landscape.

O Sales enablement & operations impact

The ability to measure the impact of sales enablement & sales operations is always important, but perhaps becomes more so in more difficult economic circumstances.

Measurement allows sales enablement teams to demonstrate the value of the function to leadership teams through regular reporting, and can help to gain buy-in for further investment in technology and teams.

Measurement is also important for sales enablement teams to improve day to day performance, by identifying issues to address, processes which could be more efficient, and the productivity of sales people.

Organisations are confident in their ability to measure the impact of sales enablement & operations. 75% agree that they have the processes, procedures and metrics in place that enable them to do this, an increase from 69% in 2022.

75%

Agree/Strongly Agree

Our organisation has the process, procedures, and metrics to analyse the effectiveness of our sales enablement efforts.

A range of metrics are used to measure sales enablement and operations effectiveness, with increase in sales deal win rates, improved retention, and increased new business being the main measure of success.

This reflects the importance of management and leadership being able to monitor sales enablement performance. It also demonstrates the value of sales enablement to the business as a whole.

It's so important to use higher level metrics to tie sales enablement to business outcomes. The conversation around sales enablement needs to be elevated to a strategic level, or you risk becoming a passenger.

Winnie Palmer, EMEA Head of Marketing, Seismic

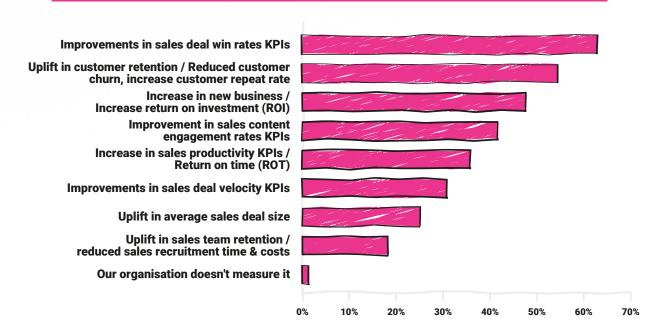
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When leadership teams see the impact of the function on revenue and overall business performance, this leads to greater confidence in sales enablement. It also helps to justify budgets, which is why we see that the majority of companies are increasing the size of their teams.

Measures such as uplift in sales team retention are also vital, as it's important to retain the best sales people. 18% of organisations are measuring this, compared to 14% last year.

How does your organisation measure sales enablement and sales operations effectiveness?

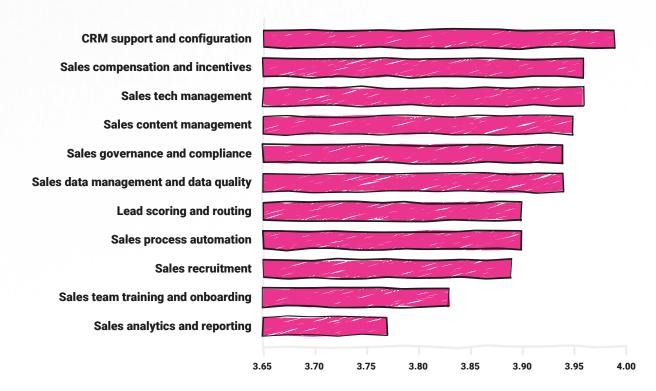


While organisations believe they are delivering best practice in areas such as CRM support, sales compensation, and tech management, there are some areas where organisations can improve.

Sales analytics and reporting is clearly an area for improvement, and was also cited as a barrier to sales enablement maturity. With analytics providing the foundation for data-driven decision-making, this is an important area to get right.

With technology collecting a wide range of data, there are a wide range of insights to be gained. This includes data on how content performs in a variety of contexts, performance of sales teams, the impact of training on sales, all of which can be used to optimise overall performance.

When considering the following areas of sales enablement and sales operations, to what extent do you agree with the statement? 'Our organisation is delivering best practice in this area to improve our organisation's sales performance'.



Action points

- Strengthen measurement and accountability for business outcomes. Elevate
 your measurement and accountability practices by connecting investments
 directly to business outcomes. Shift towards higher-level metrics that truly matter.
 Define the roadmap for driving these outcomes right at the start of your program,
 aligning it tightly with your GTM tactics. This approach ensures that your efforts
 are purpose-driven, measurable, and tightly integrated with your strategy.
- Expand metrics evaluation for top business impact. Broaden your metrics
 evaluation to encompass key business indicators that resonate at the executive
 level. Beyond traditional metrics, focus on productivity and efficiency metrics that
 highlight the bottom-line impact of your sales enablement efforts. Recognise the
 importance of both quantitative and qualitative metrics, as each offers unique

insights into your program's success. By embracing this approach, you'll be equipped to elevate conversations to the executive level and drive sustainable business growth.

• Enhance analytics, reporting, and training. Prioritise the enhancement of analytics, reporting, and training within your strategy. These elements must provide end-to-end visibility, breaking down data silos that often obstruct insights. By removing these barriers and fostering a holistic approach, you'll gain a clearer picture of your sales enablement performance. This enhancement empowers you to make informed decisions, refine strategies, and ultimately drive more effective and efficient sales enablement initiatives.

7 Sales stack investment & management

Salestech enables sales teams to enhance efficiency, enable data-driven decisions, and improve personalisation. It can streamline tasks, prioritise the right leads to target, and automate key processes.

Technology can help sales teams to create the personalised experiences that the modern buyer demands and enables sellers to address the needs of prospects and establish trust throughout the buyer journey.

Technology enables sales teams to automate personalisation and deliver the right content in a couple of clicks, while analytics tools help them which content works best at each stage of the customer journey.

Through effective data analytics, salestech empowers teams to make informed choices, and strengthen client connections. The salestech tools a business needs will depend completely on business use cases, organisation size, industry, and so much more.

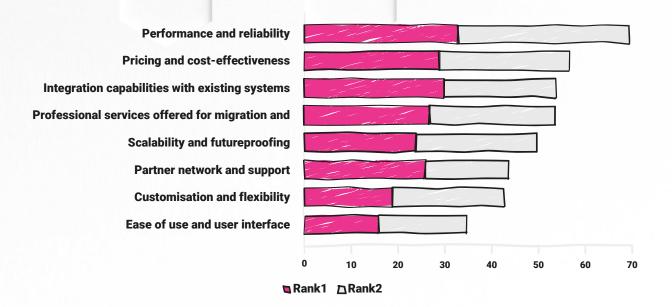
Selecting and implementing tech the right way is a core function of sales enablement and sales operations, but they face challenges in areas such as company culture and driving adoption of tools, as well as ensuring that teams have the right skills and processes to use technology effectively.

When selecting saletech tools, our respondents considered performance and reliability as the single biggest factor behind purchase decisions, closely followed by pricing.

Integration with existing tech and assistance with migration and implementation were also key factors. With People & Teams an area for improvement, this issue is perhaps related to skill shortages.



When selecting sales technology tools for your organisation, what do you consider to be the most important criteria?



Company culture is a key barrier which is limiting the uptake and effectiveness of new sales technology, while people-related issues make up the top four reasons why sales tech tools fail – culture, capacity, tool training, and skills.

Driving adoption can be a challenge when onboarding new technology. It isn't enough to simply introduce a new tool and expect people to log in and start using it. The launch needs to be planned carefully, with use cases and goals in place.

Sales teams need to know what is expected from them, and how technology can help them to achieve this. Managers need to champion sales software, explaining how the tool can help sales teams, and making it easy to use.

Adoption doesn't end when a tool is introduced, it needs to be a continuous process of coaching and encouragement - if sales people use tools and see how they work, it helps lift the rest of the team, encouraging wider adoption.

There's a big gap between implementation and adoption. A lot of software companies are focused on their mission. They'll do one or two training sessions on how to use the platform, but you need to really reinforce that and make sure that it's adopted, not just once but consistently.

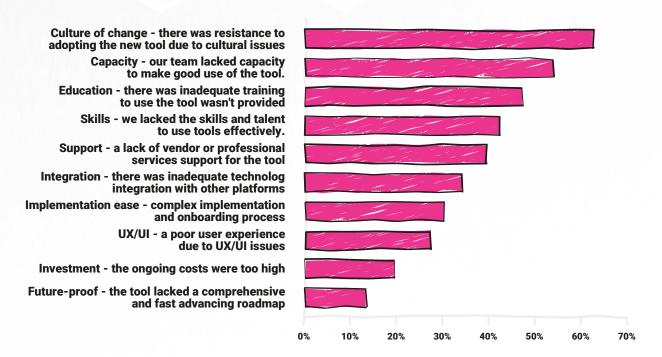


Salespeople are typically averse to change, they hate change. But if you show them how they make more money, or to be better at the job, are more effective then they're willing to take that on board.

Lawrence Wayne O'Connor, Director of Global Revenue Enablement, Veriff



What best explains the reason why previous sales tech tools haven't delivered to your expectations?



My take on this is you have to understand the mentality of sales people. If they are meeting the quota every single quarter, they will wonder why they need to adopt new tools. You can't force people to use new tools, you have to demonstrate how they will help them to do their job more effectively.



Pam Didner, Author & Speaker



Action points

Dedicated management and accountability. Harnessing the full potential of sales
technology demands dedicated attention and unwavering accountability. It's not
solely about the product; team dynamics and strategic thinking are equally critical
for success. In a landscape where talent shortages persist, prioritising training
and upskilling becomes paramount. It's not merely about the tech itself but the
capability to drive it forward strategically and empower teams with the skills they
need to excel.

- Foster external collaboration. Training and upskilling are essential in today's competitive market. Work with your vendors and training providers to tap into their specific skills and experiences. Encourage your team to share ideas and learn from each other. Learn from your peers and key sources of expertise within the industry.
- Optimise existing tools and drive adoption. Focus on both technology selection
 and the optimisation of existing tools. Drive adoption among your teams and
 ensure seamless integration to break down silos. Think long-term and strategically
 to address tech debt effectively.
- Use technology to drive behavioural change. Use technology as a catalyst to
 drive behavioural change, trigger digital transformation, and resolve cultural
 challenges. Embrace technology that adds value to ensure consistency and
 coherence throughout your sales enablement efforts.

The future of sales & sales enablement

When looking at the future of sales technology, AI is on everyone's mind. It has potential for the future, and already has a range of use cases for sales teams.

Al holds significant potential for enhancing sales enablement by providing personalised insights, automating tasks, and improving decision-making. Al-driven tools have the capability to analyse vast datasets to identify high-potential leads, recommend tailored content, and predict customer behaviour.

Sellers can use AI to discover real-time data on customer preferences and market trends, enabling them to customise interactions and content, while automation through chatbots and virtual assistants streamlines support and lead qualification.

Meanwhile, Al-driven analytics and forecasting can provide sales enablement teams with actionable insights which can inform and optimise future strategy.

The use of AI in training now enables organisations to provide contextual coaching to the entire sales team more effectively, and to practice key skills such as pitch delivery.

For example, coaching tools allow sales reps to practice their delivery, with AI being used to provide recommendations on use of keywords, how to minimise the use of filler words, and to improve the pace of delivery.

Al and ML is there to complement the work sellers do. Sales will always require the soft skills of salespeople, but Al can add to this by providing intelligence-driven recommendations around the content that would be useful to prospects, or details to be aware of based on previous experiences.

Our survey finds plenty of optimism around the potential of AI for sales enablement, with 72% agreeing that harnessing AI will drive efficiency and effectiveness.



72%

Agree/Strongly Agree

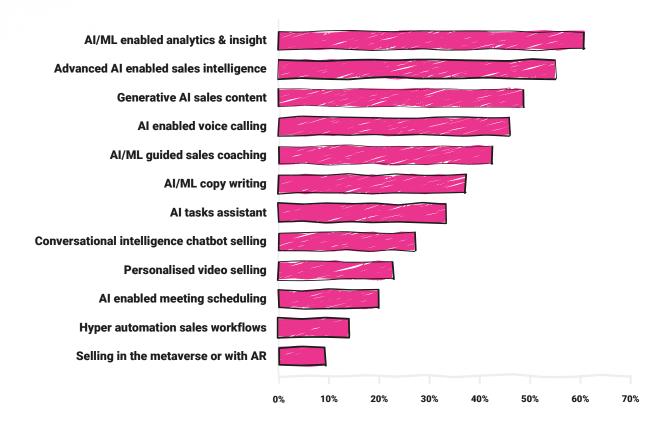
Harnessing the power of artificial intelligence will drive efficiency and effectiveness of our sales team performance.

With its potential for processing greater volumes of data and generating insight, companies are seeing AI as a way to improve analytics & insight, to analyse the impact of content, and to improve sales intelligence.

These are areas where many respondents feel they aren't delivering best practice, and there is hope that AI tools can help to improve performance.

These are the biggest priorities, but respondents also see AI as a way to improve efficiency more broadly, through task assistants, meeting scheduling, and automation of workflows, all of which can give sales people more time to sell.

Which of the following emerging sales enablement technologies will you be investing in over the next 12 months?



Companies are also planning to invest in generative AI for sales content and copywriting. This is an obvious use when sales teams have to generate content, and tools such ChatGPT offer an easy way to generate copy.

However, sales teams need to find the right balance between human and AI input. There is a danger that the use of AI tools leads to lots of sales copy and content that is just the same as everyone else's.

ChatGPT can write pretty well, there's no argument about that. The thing is, you need to add your personal touch, add your own little humour and let it guide your email before you send it out. Potentially there will be a danger that sales copy all generated by AI becomes the same everywhere.



Pam Didner, Author & Speaker



Action points

- Promote human Al collaboration. Unlock the potential of human-Al collaboration. Integrate Al as your co-pilot or personal assistant. Treat them as a daily companion that learns your working style and requirements. Leverage Al coaching for tailored guidance, from choosing the right keywords to pacing presentations. Augment your knowledge with Al's capabilities.
- Use AI as a management tool. Reimagine AI as a powerful management tool. Explore how AI can liberate time and resources. Elevate your team's performance, focusing on how AI can improve high-level business outcomes, like boosting winrates and comparing team performance. Look for tasks that can be completed in partnership with AI. What are the tasks that your team is getting bogged down by? Or, are there areas that you're having difficulty scaling? These are natural opportunities for AI that can drive revenue and elevate productivity.
- Consider Al's potential across the entire sales enablement program. Embrace
 Al's potential across your entire sales enablement program, spanning content,
 skills, knowledge, and activation.

Al-powered content creation and recommendation: All can be used to generate personalised content for prospects and customers at scale, and to recommend the right content to sales reps at the right time. This can save sales reps time and allow them to focus on more strategic tasks.

 Al-powered sales coaching: Al can be used to provide sales reps with personalised coaching and feedback on their skills and performance, and to gamify the sales process to make it more fun and engaging. This can help

- sales reps to identify and address their weaknesses, improve their overall sales skills, and stay motivated.
- Al-powered knowledge management and customer insights: Al can be used to create a centralised knowledge base that sales reps can access to find the information they need quickly and easily, and to analyse customer data and identify trends and insights.
- Al-powered lead prioritisation, sales outreach, and forecasting: Al can be used to prioritise leads based on their likelihood of converting into customers, automate sales outreach tasks, and forecast sales based on historical data and current trends.

About Seismic

Seismic is the global leader in enablement, helping organisations engage customers, enable teams, and ignite revenue growth

The Seismic Enablement Cloud is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win.

From the world's largest enterprises to startups and small businesses, more than 2,000 organisations around the globe trust Seismic for their enablement needs.

Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

https://seismic.com

About LXA

We believe your knowledge and skills should always be evolving. Just like software, we want to make sure you're running the most up-to-date operating system.

At LXA, we challenge our ever-growing global community of marketing, sales and tech professionals to Keep Upgrading.

Via in-depth CPD-accredited courses and an extensive resource library of research reports, videos, guides and resources - we upskill individuals and teams on specialist topics like marketing technology, marketing operations, sales enablement and more.

Evolve your knowledge of enablement, operations, marketing and sales tools, data and strategy with LXA and become a digital transformation leader.

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