

REPORT

# The Priorities and Pressure Points Shaping Revenue Enablement

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What Go-to-Market Leaders Need to Execute  
With Confidence in the AI Era



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# Introduction

Seismic commissioned NewtonX to conduct a survey of Sales, Marketing, Finance and IT leaders across North America, the UK, Ireland, Germany, France and the Nordics. Our goal was to better understand how go-to-market leaders are prioritizing revenue performance, evaluating enablement technology, adopting AI, and navigating the evolving role of enablement within their organizations.

The findings point to a clear pattern:

**Direct sales and distribution are under increased pressure and remain focused on the customer.**

Leaders' top three priorities are focused on speed to revenue, customer retention and growth, and acquisition and measurement. While responsible AI adoption ranked as the fourth

highest priority, the focus on increasing growth through traditional sales and distribution channels stood out as the core priority. Sales leaders are being asked to find more growth – without adding headcount – and to gain efficiency through technology adoption. At the same time, these leaders face practical barriers that make execution more difficult including poor integration, manual reporting, difficulty proving ROI, inconsistent data, and limited confidence in AI outputs.

The data in this report shows where Go-to-Market (GTM) leaders are feeling the most pressure, where current platforms are falling short, and why enablement is a strategic function for organizations trying to improve execution, measurement, governance, and customer impact.



# Sales and Distribution Channels Are Under Pressure to Drive Growth

Businesses are asking GTM leaders to move faster, retain and grow customers, acquire new business, and adopt AI in ways that support measurable growth.

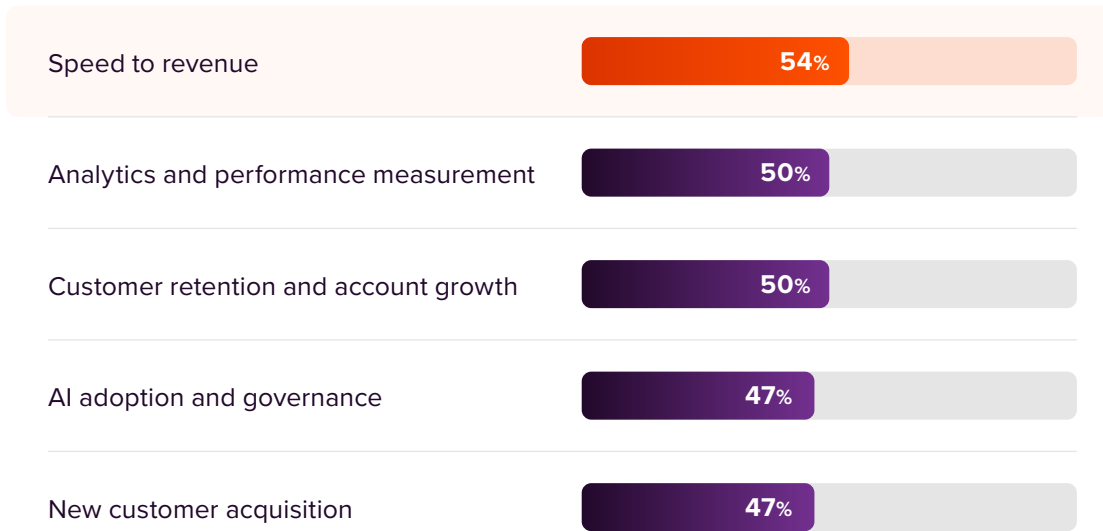
As marketing channels struggle to maintain growth and customers sour on self-service channels, businesses are looking to sales and distribution teams to drive more opportunities with existing customers. The research shows that GTM leaders are aligning around a performance-driven mandate. More than half of respondents cited speed to revenue as a top priority this year, making it the clearest signal of what revenue teams are prioritizing. Analytics and performance measurement followed closely, as did customer retention and account growth. New customer acquisition and AI adoption and governance also ranked among the top priorities.

Leaders are looking to help sellers become more effective to meet the mandate, with quicker access to critical content, training completion, and multi-step buyer qualification. Concurrently, leaders are tasked with measuring how consistently teams execute, how quickly revenue moves, how effectively organizations grow customer relationships, and how clearly leaders can see what is working and adapt to customer needs.

Leaders are also prioritizing the quality of the interaction between a seller and a customer. In a buying environment where customers are overwhelmed with more information, more AI-generated content, and more uncertainty — trusted human guidance becomes more important, not less.



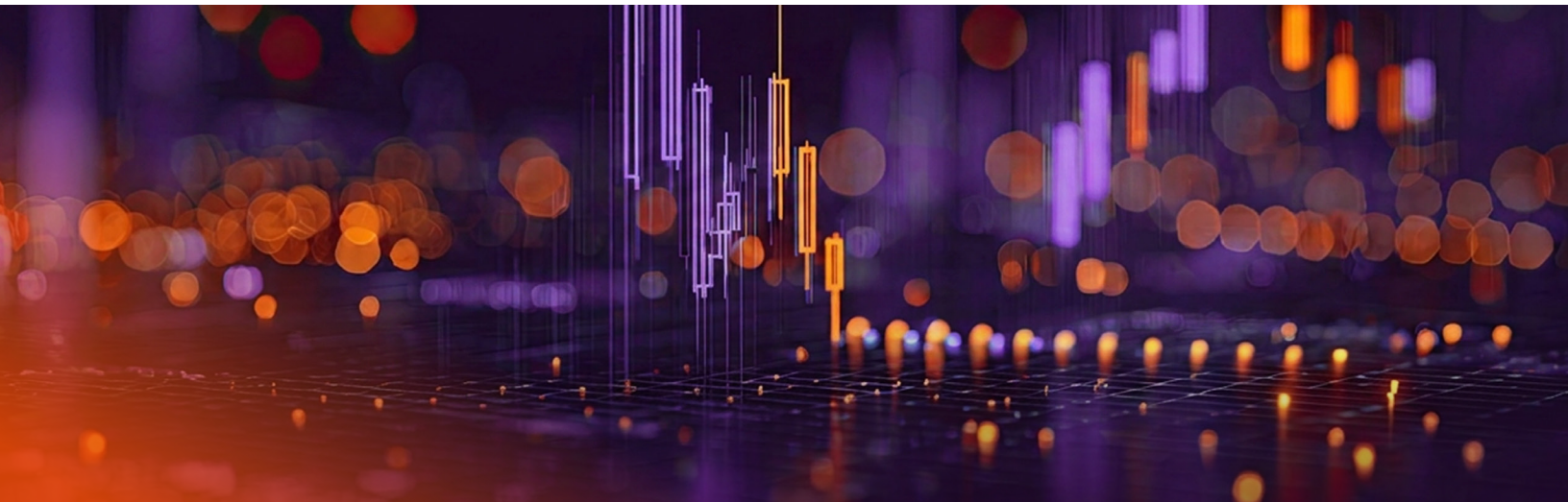
### Top Priorities for Revenue Performance



### A Call to Action for Revenue Enablement Leaders

Together, these priorities signal greater urgency for enablement leaders to help customer-facing teams execute better and build trust, guide customers through complexity, and turn information into meaningful action. At the same time, the critical

increase in priority for direct sales and distribution channels means that enablement leaders must connect those interactions back to customer-centric business results.



# Fragmented Systems Are Slowing GTM Teams Down

**If performance is the priority, disconnected systems are the barrier.**

GTM teams are expected to move faster and operate more efficiently, but many are working across systems that were built in silos to support specific channels of customer interaction, separate from direct sales. With an increased customer mandate, the research shows sellers are struggling to find the right content in context. Managers lack clear visibility into team performance. Revenue leaders rely on manual reporting. IT teams are asked to update platforms that are difficult to maintain, integrate, and govern.

The issue is not simply that organizations have too many tools. **It is that many have built a stack, not a connected system for how customer-facing teams work.**

The risk is that customers can feel this difference. A stack may help individual teams move faster inside their own functions, but it does not guarantee a connected customer experience.

The data shows how widespread this friction has become. More than half of respondents cited poor integration with existing tools as a top obstacle preventing revenue teams from using current platforms at their highest level. Nearly half cited manual and time-consuming reporting, while 39% pointed to platforms that are difficult to maintain and keep updated. Poor CRM and tool integration also emerged as a leading unmet need.



## Top Revenue Obstacles

Poor integration with existing tools

56%

Manual and time-consuming reporting

48%

Slow onboarding and ramp time

44%

Insufficient AI capabilities

40%

CRM and tool integration are difficult to maintain and keep updated

39%

These findings point to a larger enterprise issue. Efficiency is no longer only a budget conversation; it is a change management conversation.

**The question is not simply whether teams have enough tools. It is whether the front office can change how it works together.**

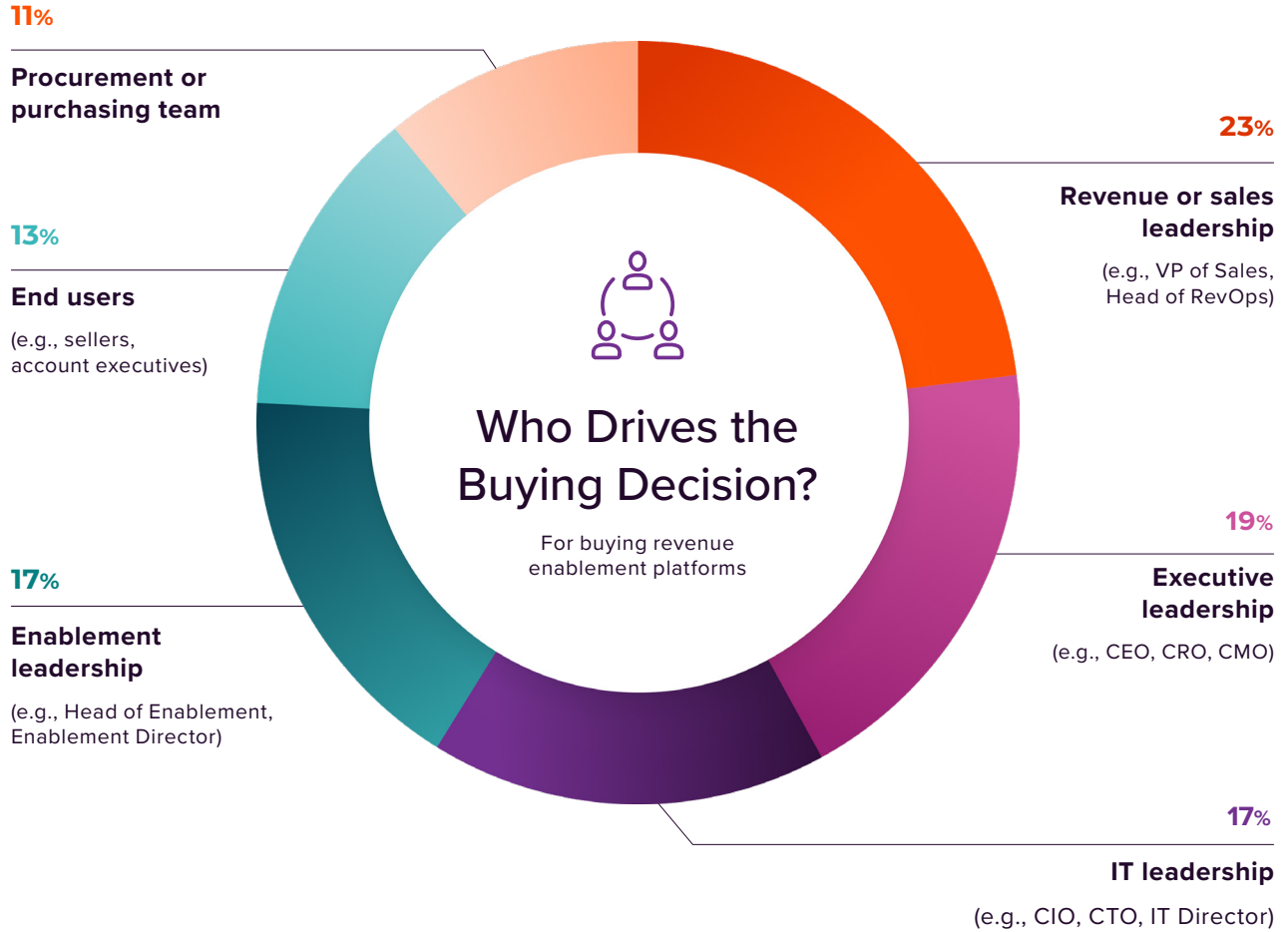
That way, every customer-facing interaction is more connected, consistent, and relevant.

- When tools do not integrate, teams lose time.
- When reporting remains manual, leaders lose visibility.

- When CRM workflows are disconnected from enablement systems, sellers lose context.
- When platforms require too much maintenance, organizations lose the agility they need to adapt.

The research shows this is also changing who gets involved in enablement technology decisions. Revenue or sales leadership holds the greatest influence in purchase decisions, followed by executive leadership (CEO, CRO, CMO) and the CIO. The buying committee has shifted upstream because enablement platforms now affect more than how sellers prepare, increasingly shaping the success of all revenue-bearing activities, from prospecting to selling to customer success to relationship management and retention.





### For Revenue Enablement Leaders, the Opportunity to Partner

For revenue enablement leaders, the increased interest in sales and distribution performance means engagement with many new parties across the enterprise. CMOs are looking to find more prospecting opportunities through direct sales as digital channels increase in cost and decrease in return. CIOs are keen to innovate with AI to the benefit of customers and revenue

while responsibly governing existing processes, strategies and compliance requirements. CEOs and CROs urgently need enablement to rise to the challenge and help direct sales and distribution increase growth and efficiency. For enablement leaders, this research shows a critical opportunity to help organizations manage change and partner with leadership at the very top.



# Understanding True Impact Remains the Strategic Risk

One of the clearest challenges GTM leaders face is their struggle to understand impact.

Many GTM organizations have invested in content, training, workflows, data, dashboards, and AI. Yet leaders still struggle to connect those investments to revenue outcomes. Difficulty demonstrating ROI, limited revenue impact data, weak AI quality and control, and poor CRM integration all point to the same underlying problem: **revenue team activity is difficult to tie to business performance.**

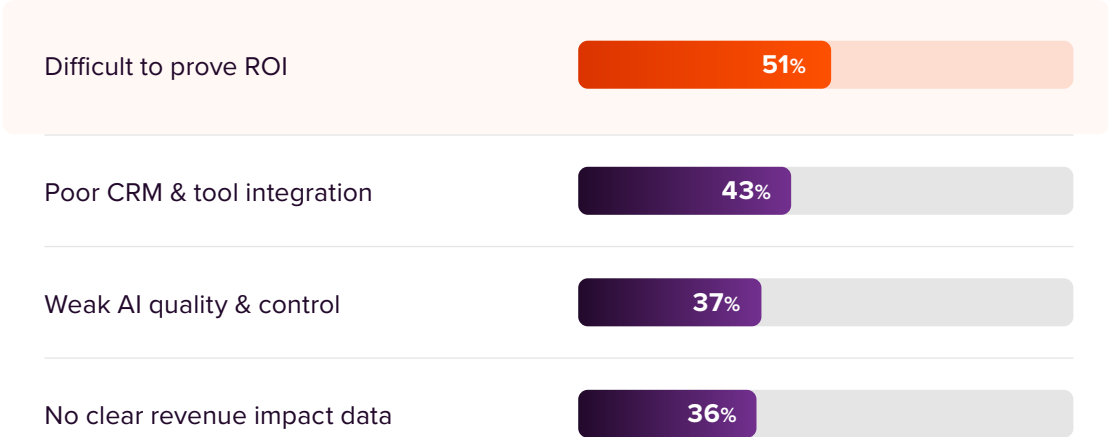
That creates risk. Leaders cannot miss the opportunity to understand where customer-facing execution is improving, where it is breaking down,

and where sellers need more support to create better buying experiences.

In an environment where executive, revenue, and IT leaders are all more involved in technology decisions, demonstrating impact is no longer optional.

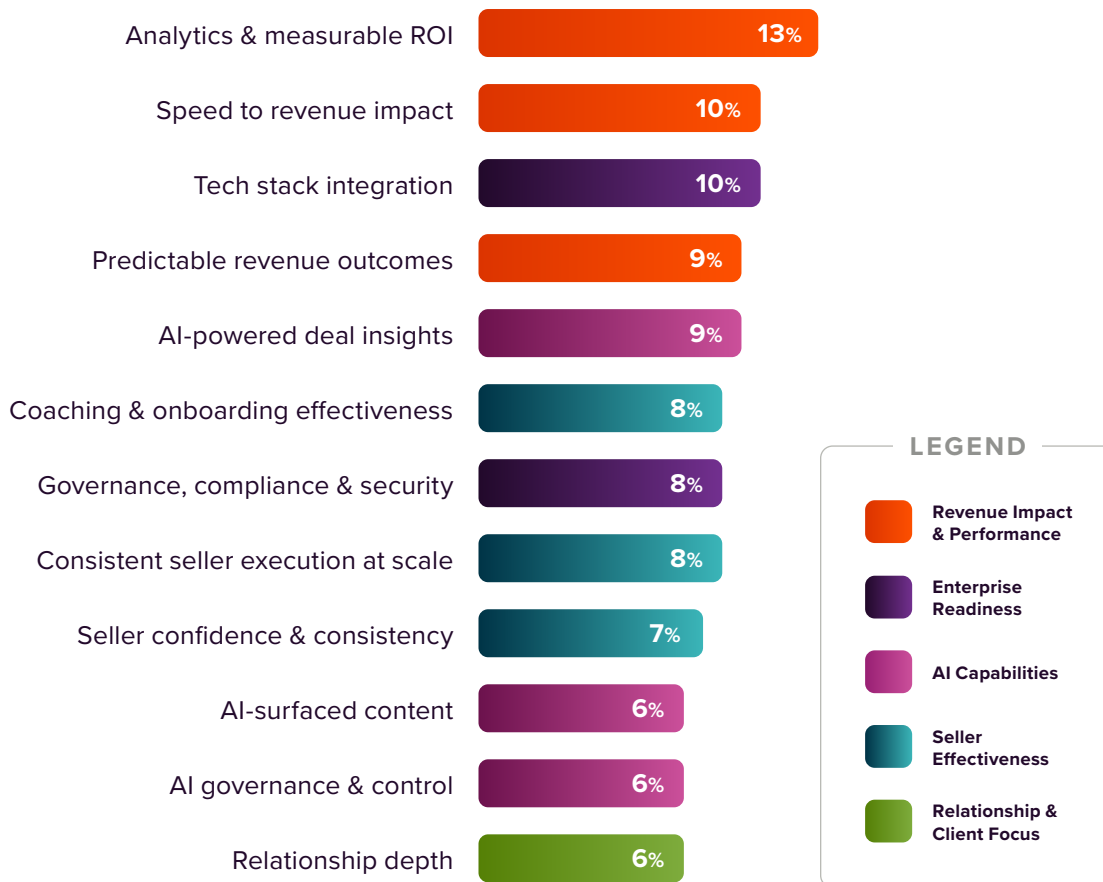
More than half of respondents said difficulty proving ROI is an unmet need with their current revenue enablement platforms. Poor CRM and tool integration followed, while more than a third cited weak AI quality and control and no clear revenue impact data.

## Main Unmet Needs with Current Revenue Enablement Platforms



The same pattern appears in platform evaluation criteria. Analytics and measurable ROI carried the highest average importance among tested factors, followed by speed to revenue impact and tech stack integration. The ranking reveals what leaders value most: visibility, speed, and connection across the revenue system.

### Important Factors When Evaluating a Revenue Enablement Platform



### For Enablement Leaders, Growth Metrics Matter

This is where enablement’s strategic role is won or lost. Enablement gains influence when it can show how its work improves sales execution, contributes to revenue growth, strengthens customer engagement, and supports measurable outcomes. Without that connection, it remains trapped in activity-based metrics and cannot meet its full business impact.

The market is asking enablement to go beyond adoption and prove performance — not only in internal efficiency, but in the customer outcomes that growth depends on.

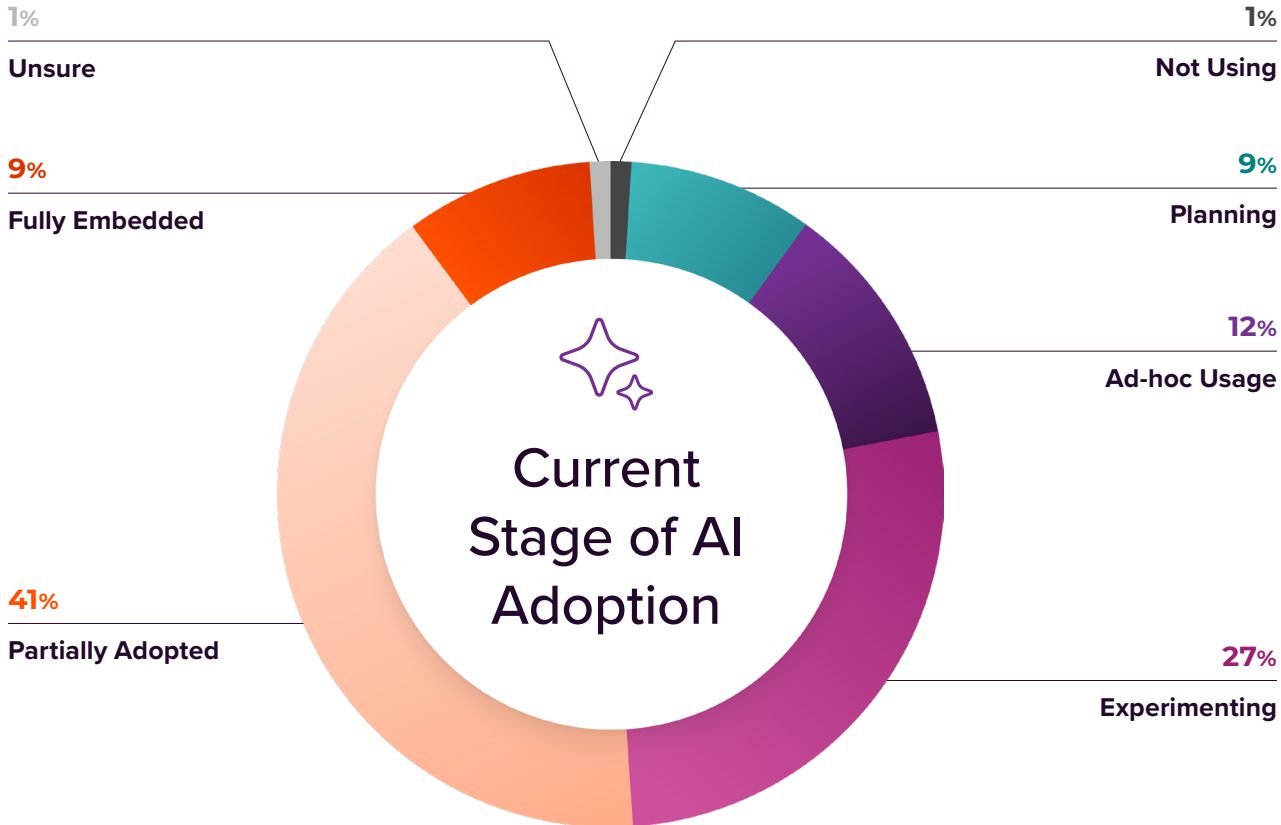


# AI Adoption is Outpacing AI Confidence

AI has entered go-to-market workflows, but most organizations have not yet operationalized it with confidence.

Many teams are experimenting with AI or using it for specific tasks, but few have fully embedded it into core workflows. The research shows that 41%

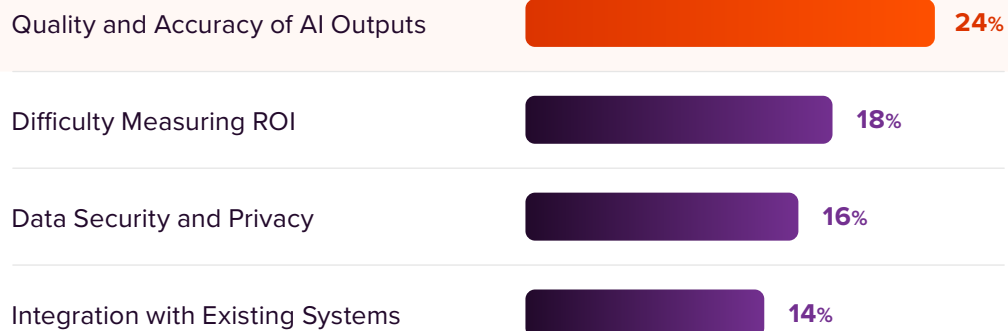
of respondents say AI tools are partially adopted for specific tasks but not yet integrated into core workflows. Another 27% are experimenting with or piloting AI in a limited capacity. **Only 9% say AI is fully embedded into core workflows and regularly used to support decision-making.**



This gap between adoption and confidence reveals a more important question: can AI scale inside revenue organizations in a way teams can trust?

Leaders recognize AI's potential to improve speed and insight, but they still have concerns around accuracy, ROI, security, privacy, and integration. The top concern, cited by 24% of respondents, is the quality and accuracy of AI outputs. Difficulty measuring ROI follows, along with data security and privacy and integration with existing systems.

### Main Concerns About Adopting AI Tools for Revenue Enablement Platforms



These concerns speak directly to how AI can support customer-facing teams.

- If teams cannot trust AI outputs, sellers will avoid using them.
- If leaders cannot measure AI's impact, they will struggle to justify continued investment.
- If security and privacy concerns remain unresolved, IT and executive leaders will apply more scrutiny.
- If AI does not integrate into existing workflows, it risks becoming another disconnected layer of work.

### Governing Agents Will Be a Core Responsibility for Revenue Enablement

AI can generate more content, but it cannot generate trust on its own. Without trusted content, connected workflows, governed data, and definitive measurement, AI can scale inconsistency instead of improving execution. And when sellers cannot trust the outputs, they cannot confidently use them to support customers.

That makes governance a growth enabler, not just a control mechanism. Revenue teams need AI that is accurate, current, approved, integrated, and measurable. **Adoption is no longer the milestone: confidence is.** This research indicates that revenue enablement teams will have an increasing responsibility to govern GTM agents as firms roll out agentic solutions.



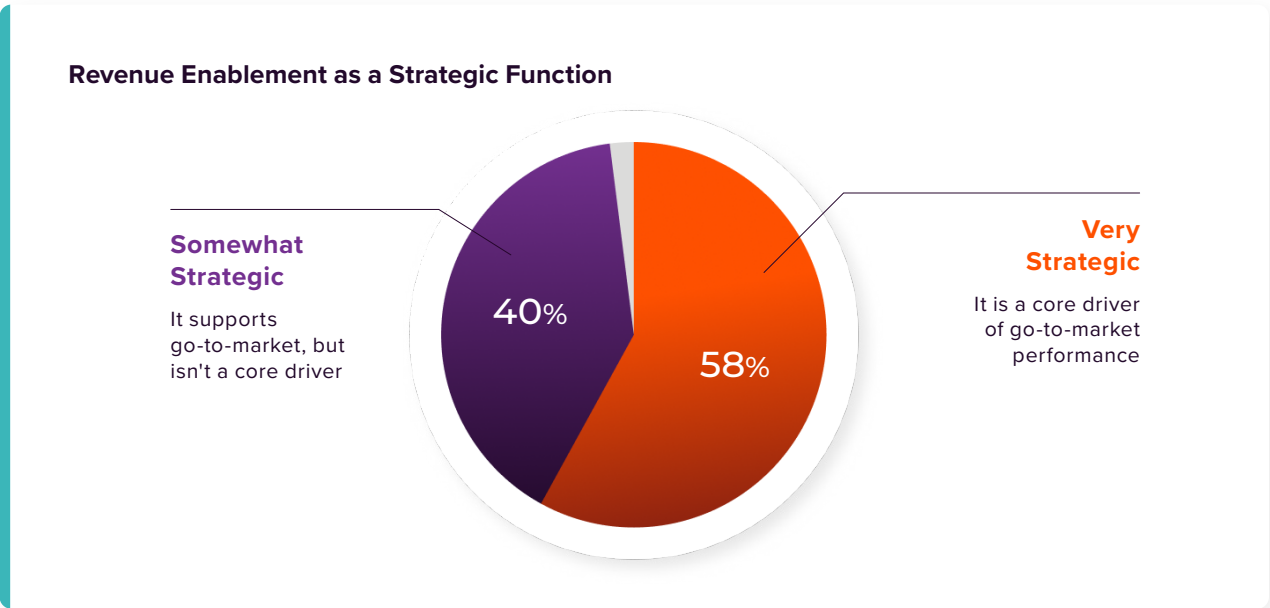
# Revenue Enablement Teams are Increasing in Strategic Value

The research asked executives on the strategic value of revenue enablement teams, with 58% labeling them very strategic. Another 40% said it is somewhat strategic and supports GTM, though not yet as a core driver. Only 2% said revenue enablement is not strategic and primarily serves as a training or administrative function.

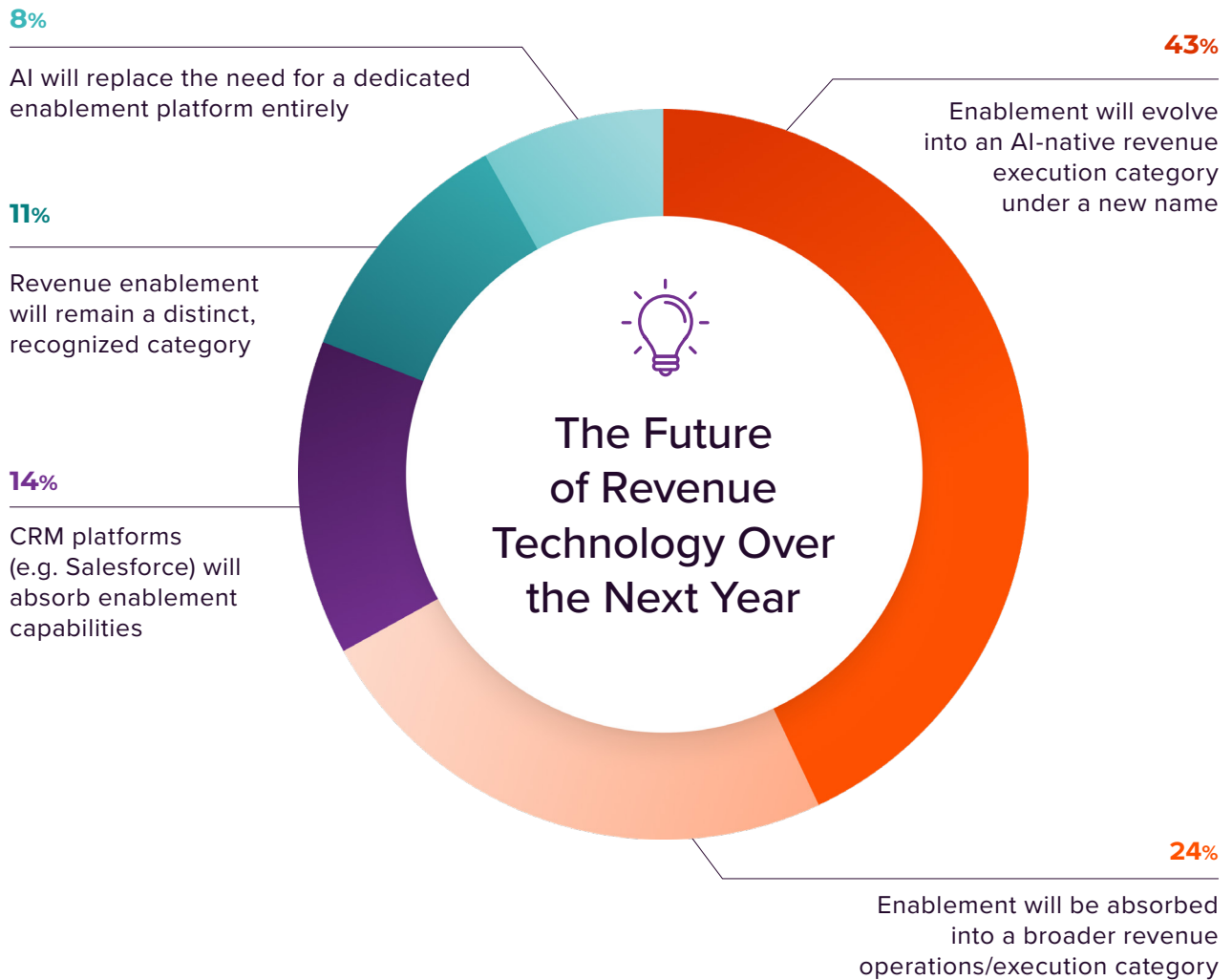
This is where the human side of enablement becomes critical. In an AI-saturated market, customers are not looking for more information alone. They are looking for clarity, relevance, and confidence. Sellers, service teams, and other customer-facing roles need systems that help them deliver that experience consistently.

As growth becomes harder, systems become more complex, AI adds risk, and measurement becomes more important – enablement is increasingly positioned to connect strategy to execution. That role extends beyond training, content, or readiness.

**Modern enablement sits at the intersection of revenue, technology, and the customer, helping organizations turn strategy, content, data, and AI into trusted action that shows up in the experience your customers receive.**



The category itself is also evolving. Forty-three percent of respondents believe enablement will evolve into an AI-native revenue execution category under a new name. Another 24% believe enablement will be absorbed into a broader revenue operations or execution category, while 11% believe revenue enablement will remain a distinct, recognized category.



### For Enablement Leaders, a Time to Shine

These findings suggest that enablement is becoming more strategic because the problems it helps solve are now enterprise-level problems. Businesses need faster execution, better measurement, stronger governance, trusted AI, and more consistent customer engagement. Enablement is one of the few functions positioned to connect those needs across teams.

In this next era, enablement’s value will depend on how well it helps customer-facing teams move from strategy to action with clarity, confidence, and measurable impact.



# What This Means for GTM Leaders

The research points to several distinct conclusions:

1

## **Revenue performance now depends on more than productivity.**

Teams still need efficiency, but leaders are increasingly focused on measurable outcomes: faster revenue movement, stronger customer relationships, better visibility, and more consistent execution across the customer journey.

2

## **Fragmented systems are creating real business friction.**

Poor integration, manual reporting, disconnected data, and hard-to-maintain platforms make it harder for customer-facing teams to deliver the experience customers expect.

3

## **Understanding impact remains a major challenge.**

Many organizations have invested in enablement platforms, AI, training, content, and analytics, but still struggle to connect those investments to revenue outcomes.

4

## **AI adoption is moving faster than AI confidence.**

Leaders see the potential, but concerns about output quality, ROI, security, privacy, and integration show that AI must be trusted, governed, and measured before it can scale effectively.

5

## **Enablement is becoming more strategic because the problems it addresses are now front-office business problems.**

The organizations that make the most progress will be those that connect people, processes, content, data, governance, and AI around customer-facing execution.

**The organizations that win will not be the ones with the most AI. They will be the ones that align their people, systems, and intelligence around the customer, and turn enablement into a measurable driver of growth.**





# Methodology

Seismic commissioned NewtonX to conduct a quantitative survey of revenue enablement systems decision makers across North America and key European markets, including the United Kingdom, Ireland, Germany, France, and the Nordics.

The research was designed to understand how go-to-market leaders are prioritizing revenue performance, evaluating enablement technology, adopting AI, and navigating the evolving role of revenue enablement within their organizations.

The survey was conducted from March 19 to April 8, 2026, and included 353 respondents across technology, financial services, business services, and manufacturing organizations. Respondents represented senior decision-makers at the department head level and above, including leaders across sales, marketing, finance, IT, and strategy/operations functions.

## About Seismic

Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth and deliver exceptional customer experiences at scale. The Seismic Enablement Cloud™ is the only unified AI-powered platform that prepares customer-facing teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen client relationships. Trusted by approximately 2,000 organizations worldwide, Seismic helps businesses achieve measurable outcomes and accelerate revenue growth. Seismic is headquartered in San Diego with offices across North America, Europe, Asia and Australia.

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