

Frontline Insights | July 2025

The definitive guide to Buyer Enablement

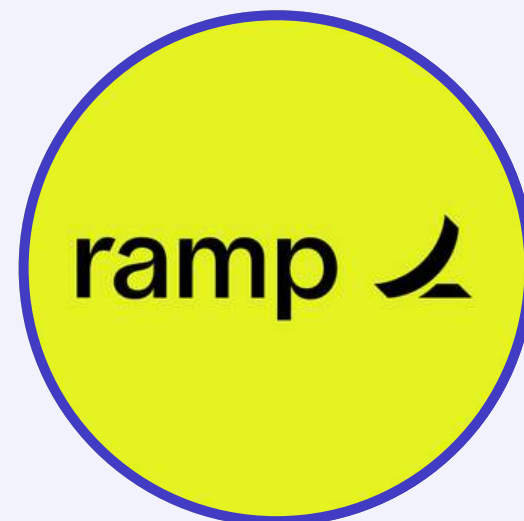
Make your buying experience your competitive differentiator





Insights & contributions

Behind every insight in this report is a leader navigating the shift to 'buyer-first' selling — thanks to the following businesses that shared their thinking, strategies, and lessons learned.





B2B sales teams are **self-sabotaging their own deals**.

Buyers are frustrated with how difficult sellers make it to navigate each stage of a deal cycle - and **80% of buying decisions** stall as a result. In 2024, **77% of B2B buyers** told Gartner their purchases were made too 'complex or difficult'.

Heightened expectations and a demand for ever-improving experience **isn't just a consumer trend**. Buyers want the deal process made **simple, clear and premium for them**.

More content doesn't equal that clarity they desire; rather, buyers are overwhelmed with more 'materials' while also responsible for navigating layers of internal stakeholders. They're often unsure how to move forward.

The sales process is broken.



Going backwards to move forward

- To help buyers move forward, sellers need to turn the process around, start at the end and work backwards.
- This report is designed to be all you need to know about 'buyer-first' selling.
- What trumpet calls [Buyer Enablement](#).



The shift to buyer enablement



In the last two years, buyer enablement has gone from a niche tactic to a core strategy for the most forward-thinking revenue teams.

As buying processes grow more complex; as more internal stakeholders get involved, companies are having to rethink how they sell.

They conclude that the answer is less about the ‘sell’ and more about how they help buyers buy.

This report breaks down what’s driving the shift — and how teams using buyer enablement frameworks see **faster sales cycles, higher win rates, and stronger post-sale momentum.**

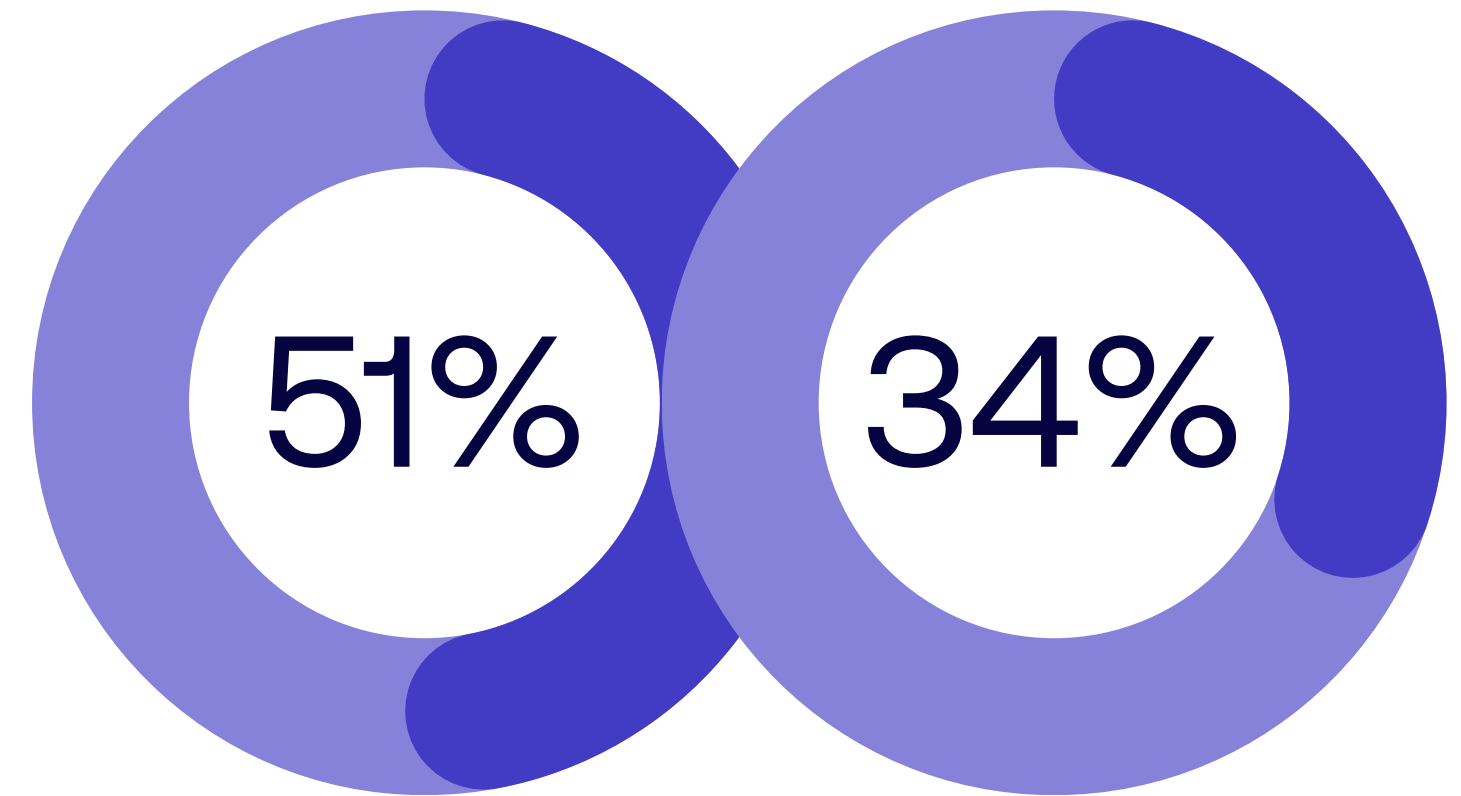


Searches for buyer enablement are up 34%.

In the UK and US, search volume for buyer enablement is up 34% over the past five years.

This isn't a content trend. It's a sign that businesses now recognise today's buying journeys are too complex, and both sellers and buyers need support to navigate them.

The takeaway? The job of sales leaders is no longer to just enable their reps. We're all faced with the imperative to enable our buyers or fall behind. That shift shows up in how modern sales teams structure, hire, and invest.

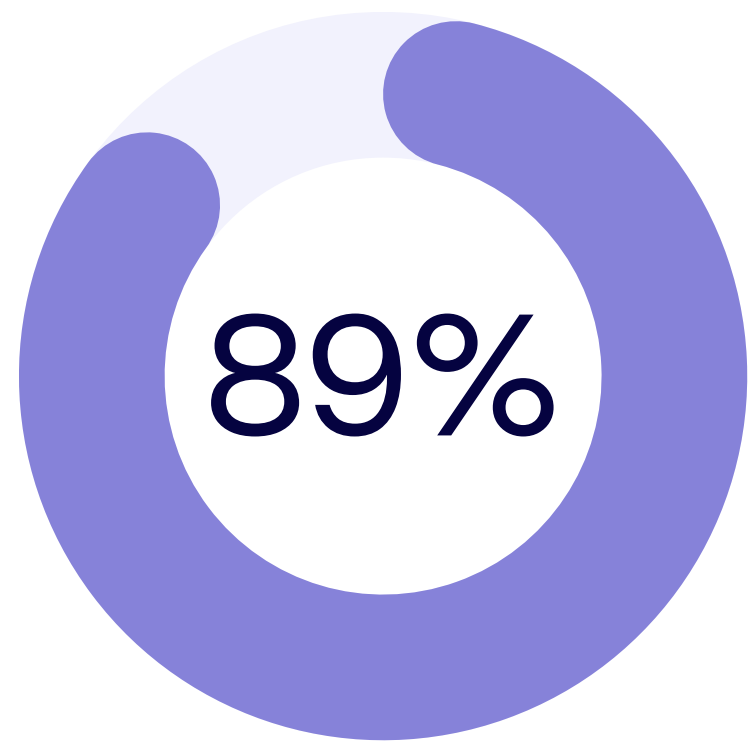


Search volumes have shot up by a huge 51% for sales enablement and buyer enablement closely following at 34% in the past 5 years.



Enablement needs to touch every part of the journey — not just onboarding or pre-sales. It should show up in implementation, in retention, and even in renewal conversations. That’s how you drive real revenue impact.”

Malvina EL-Sayegh
Revenue Enablement | Zoopla & Oyster HR



of B2B organisations now have an enablement function. Over the past year, 53% have increased headcount in that team.

53% of Enablement teams have increased their headcount in the past year

Companies like [Consensus](#), [Benify](#), [The Access Group](#), [Unit4](#), and [Oyster](#) have all built dedicated buyer enablement roles — roles that didn’t exist 24 months ago.

Enablement team headcount is up **5%+** in over half of B2B organisations — a clear sign that buyer enablement is no longer a nice-to-have. It’s becoming operational.



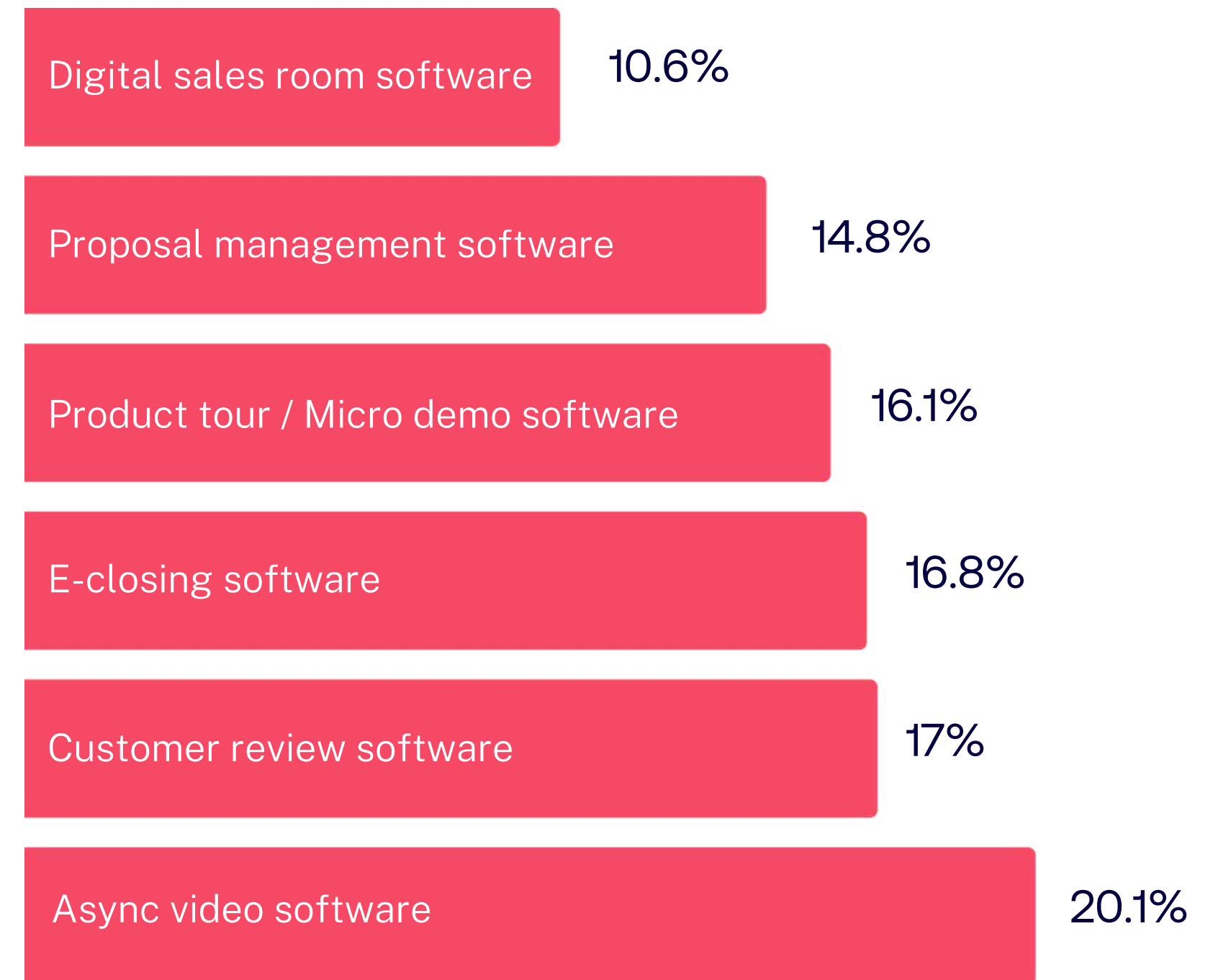
Investment in buyer enablement tech is accelerating.

Investment is pouring into buyer enablement tools. From async video (20.1% CAGR) to product tour software (16.1%) and proposal tools (14.8%), the fastest-growing segments in B2B SaaS are those that help buyers explore, align stakeholders, and make confident decisions.

It's not just investor hype. On G2, the digital sales room category alone has seen a 52% increase in new entrants over the past two years — while the sales enablement category now lists over 170+ tools.

When Nick, Andrew, and Rory met for coffee in 2020 and got to discussing the need for a change in how most businesses perceived the sales cycle, they had no idea that eight months later they'd have co-founded trumpet - a pioneer of Buyer Enablement.

Compound Annual Growth Rate by Industry





“Slower, riskier
and packed with
internal friction...”

B2B buying in 2025.

The way B2B teams buy has changed — and it’s not just a little more complex. It’s slower, riskier, and packed with internal friction.

Buyers want tailored experiences, fast answers, and proof of value up front.

There are six key forces reshaping the buying journey that are leaving your traditional sales motions obsolete.



Digital-first decisions

In 2025, up to 90% of B2B buying journeys will have started before a rep even enters the conversation. Digital presence now drives pipeline.

Today's B2B buyers expect a buying experience as smooth as Amazon. They're used to consumer-grade journeys — they don't want 15-slide decks or long qualification cycles. They want answers quickly, on their terms.”

Koen Stam
Head of Benelux
Personio



Personalisation or irrelevance

73% of buyers expect tailored experiences. Generic, one-size-fits-all outreach and sales cycles no longer earn trust or attention.

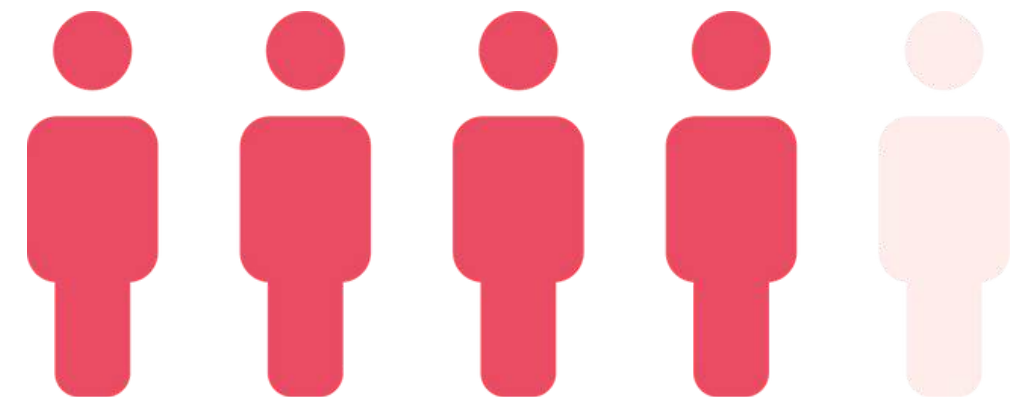
Support that scales

Enablement teams are stepping up — not to train reps, but to guide buyers. They're creating tailored content that meets buyers at every step.

73% of buyers expect tailored experiences

Today's buyers expect a tailored experience from the moment they engage. If your outreach feels generic or disconnected from their priorities you'll lose them, fast. Your buyers are selective and hard to impress.

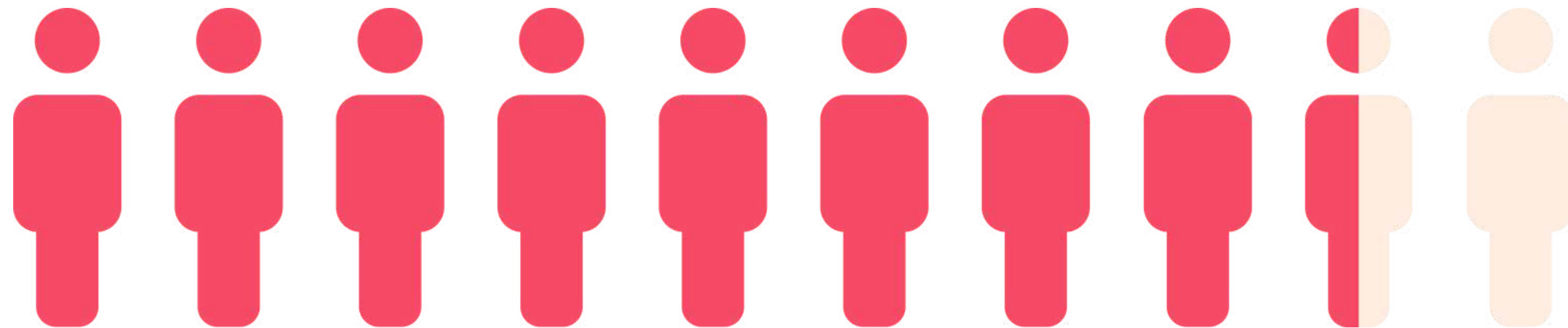
Don't make them feel they're 'just one account of many'. Instead, meet buyers where they are, with personalised, friction-free experiences that guide them through complexity rather than add to it.



4 in 5 B2B buyers make decisions based on your personalised digital content — not just conversations.



Your buyers made up their minds before
you reached them.

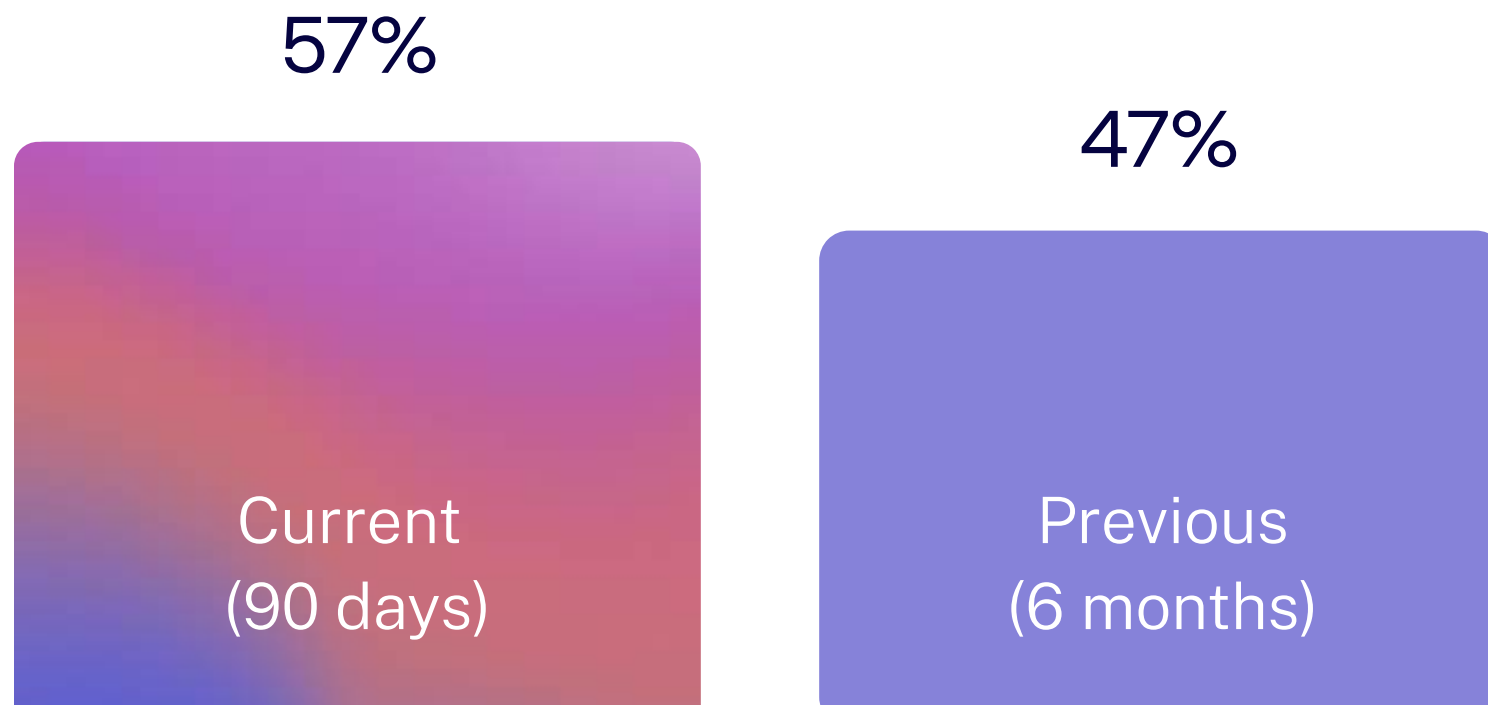


85% of buyers have their vendor shortlist before
starting the research phase.



ROI in 90 days: the ‘new standard’

57% of buyers now expect ROI within 90 days
— up from 47% just six months ago.



Efficiency and speed: two hallmarks of buyer enablement

Remote-first selling

Digital is the default. Buyers expect to evaluate, ask questions, and make progress without a single live call.

ROI, fast or forget it

86% of buyers say they'll abandon a vendor that can't demonstrate ROI quickly.

Time pressure is real

B2B buyers are used to B2C speed — 83% expect immediate responses, not days of follow-up or long turnaround times.

Do more with less

With 70% of orgs facing flat or shrinking sales budgets, buyers want tools that make them look good — without needing more headcount, budget, or complexity.



Fading urgency

84% of buyers say their priorities shift at least once during the buying process — often delaying or derailing progress.

Shifting perspectives

Problem definitions change mid-journey, often multiple times — making it harder for sellers to anchor value.

Most sales aren't lost to competitors. They're lost to no decision. They're lost to inaction. That's the real risk. You can have the best product, best pitch, best pricing — and the buyer still does nothing. So your job is to give them a reason to act. Remove the friction. Make the next step feel easy."

The Daily Sales

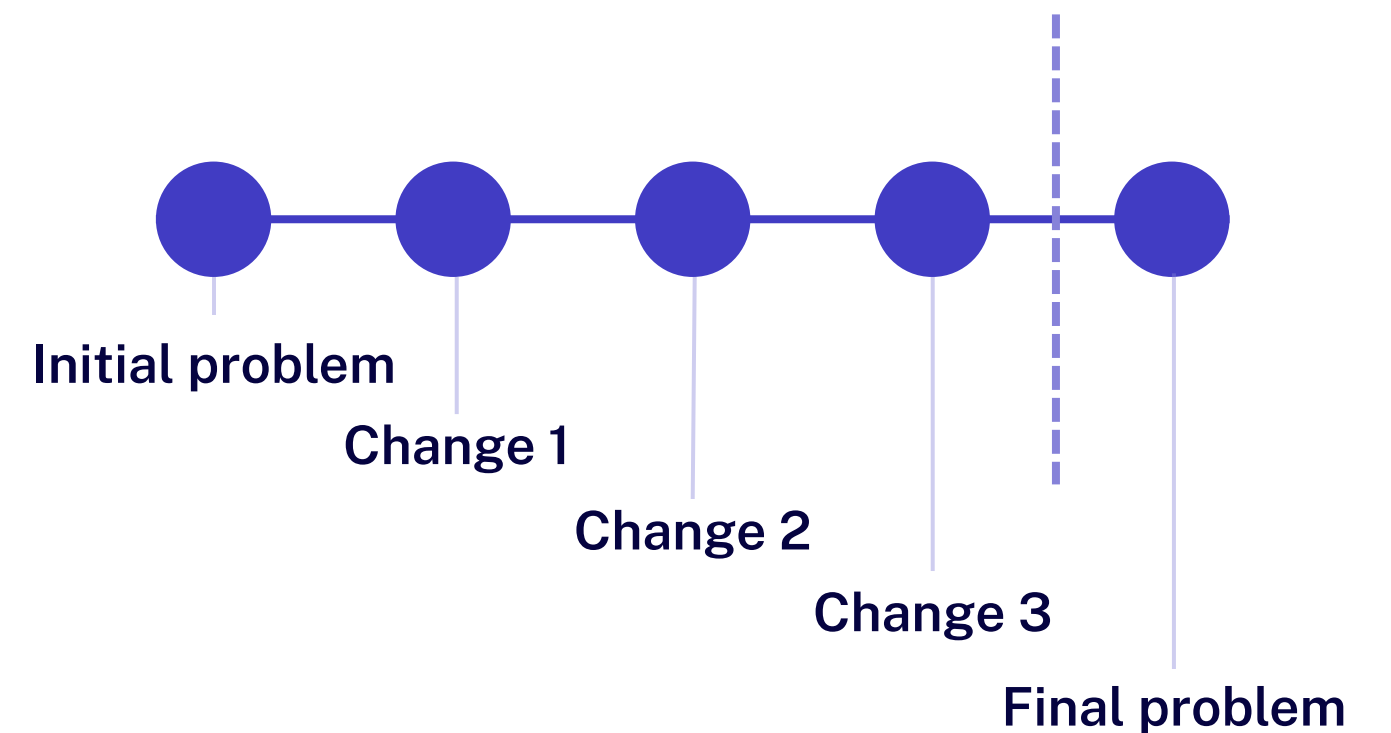
Daniel Disney
CEO



Solution? Use digital sales rooms, mini business cases, and shareable internal assets to cut through the noise and guide buyers forward — even when you're not in the room.

Goal? Keep momentum by giving buyers clarity, confidence, and tools to rally stakeholders.

Be flexible: follow the priorities as they change



Buyers change their problem statement 3.1 times on average during complex purchases — creating delays, confusion, and internal misalignment.



The "no decision" problem

Deal Lost

Purchase Made

60% of deals today end up lost to customers who express their intent to purchase, but ultimately fail to act.

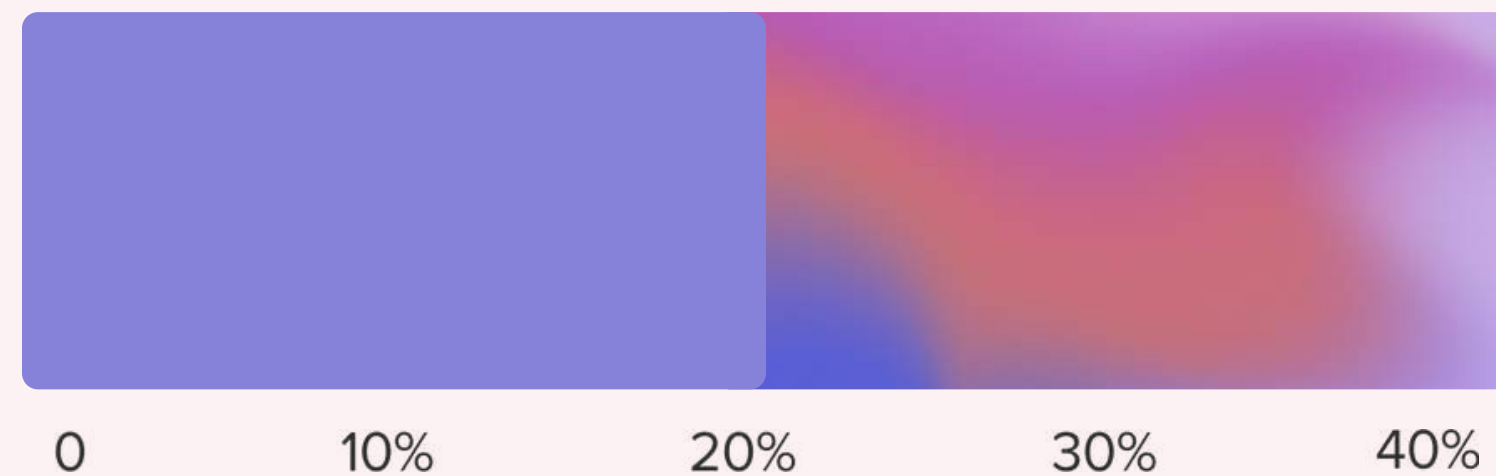


Proper enablement doubles the win rate

As the language of the sales process changes, most sales leaders would argue they 'enable' their buyers.

However, that's ultimately for buyers to decide — and they will. Buyers don't want product pitches — they want partners who understand their goals and guide them to results.

● Avg B2B win rate ● Win rate with enablement functions



Teams with dedicated enablement functions see 20% higher win rates than those without.

Buyers expect real guidance

Buyers are **88%** more likely to purchase when they see the seller as a trusted advisor - not a vendor.

Complex deals need context

With 10+ stakeholders involved, sellers must speak to broader business impact — not just product fit.

Value is in the relationship

Teams that build deeper relationships drive stronger growth and command premium pricing.

Listening creates leverage

86% of buyers are more likely to buy when their goals are understood — but only **59%** feel that happens.



Digital-first by default

67% of buyers under 35 prefer self-serve over speaking to sales, seamless, tech-driven experiences are now the default expectation — not a differentiator.

Buyers are more informed. They're joining communities. They're reading Substacks. They're watching YouTube videos. They're listening to podcasts. They've already made a decision about your product before they talk to sales."

Sandy Mangat
Head of Marketing



Informal, not unprofessional

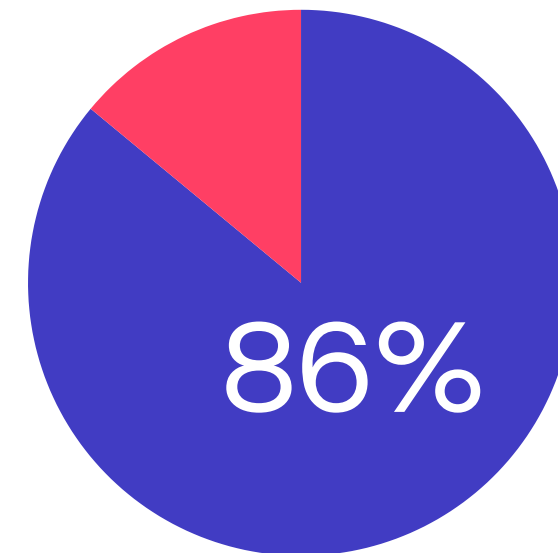
90% of millennials say authenticity is important when choosing brands to support — they want sellers who sound like people, not pitching robots.

Content expectations

65% of Millennial B2B buyers prefer video as their primary way to learn about products, making static PDFs feel increasingly outdated.

Millennials and Gen Z now make up 71% of B2B buyers.

Modern buyers don't follow your process — they follow content, peers, and tools. If your strategy doesn't show up there, you're not in the deal.



of Millennial buyers favour a more casual, human tone over formal messaging.



Modern buyers consult 10+ sources before they even consider talking to sales.

You're not guiding the journey anymore — they are. If you're not discoverable in their channels, you're invisible.



Peer Networks and Communities: Slack groups, Discord channels and niche industry communities



Interactive Tools: Product comparison sites, ROI calculators, and self-assessment tools



Review Platforms: Dedicated B2B review sites like G2, TrustRadius, and Capterra.



External Consultants: Third-party experts and consultants.



Social Media Research: LinkedIn discussions, Twitter/X threads, and Reddit subreddits.



Self-Guided Product Experiences: Free trials, freemium tools, and interactive demos help buyers validate fit on their own terms.



Video Content: YouTube reviews, product teardowns, and short-form demos often carry more weight than official case studies.



Industry Forums: Vertical-specific online forums and discussion boards where professionals share experiences.



Independent Content Creators: Buyers trust industry voices on LinkedIn, blogs, and podcasts more than branded collateral.



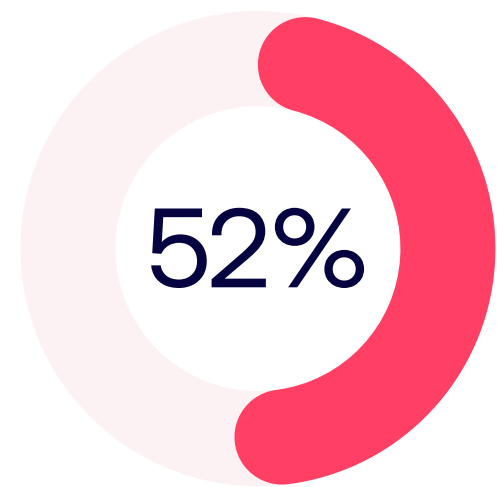
Direct outreach to existing customers: Many buyers skip marketing entirely and message your customers directly.



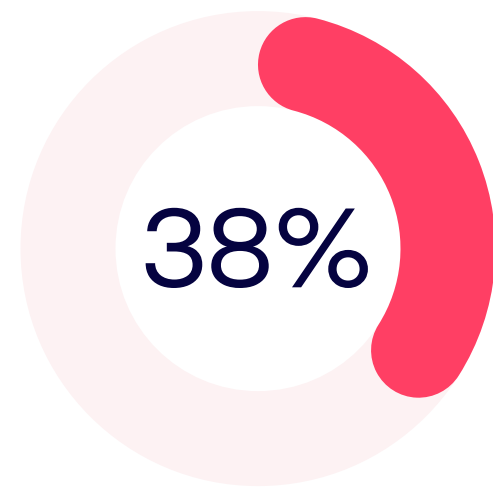
10+ stakeholders are involved in an average deal today.

Today's buying process isn't one decision — it's 10. At least. B2B purchases now rely on cross-functional teams, senior stakeholders, and competing priorities.

The result? Longer cycles, more internal friction, and fewer decisions made.



of purchases now involve VP-level decision makers



of purchases stall due to internal misalignment

More voices at the table

The average B2B buying group has grown to 10–11 stakeholders, up from 6–7 just five years ago. Multinational deals can involve 15+ decision makers.

Alignment is the new bottleneck

Final decisions now require consensus from at least 5 key stakeholders — and 58% of buyers say their choices are overruled by senior execs.

Execs are getting more involved

52% of buying groups now include VP-level decision-makers or above. 38% involve the CEO directly, and in 79% of cases, the CFO holds final approval power.

Slower, riskier sales cycles

Bigger committees stretch buying timelines to 11.5 months on average, and 86% of deals stall as teams try to align on requirements.



What buyer enablement looks like in action



Buyer enablement isn't just a principle — it's a playbook.

What follows is a stage-by-stage breakdown of how to support modern buyers across the entire sales journey — from first outreach to renewal.

At each step, you'll find examples of content, tools, and tactics designed to reduce friction, build trust, and empower buyers to move forward with confidence — even when you're not in the room.

Outreach



Purpose

- Help the buyer identify and name a problem they may not fully realise yet.
- Make it easier for them to connect your solution to real business outcomes.
- Create early value to earn trust, not just attention.
- Equip them with simple, forwardable content they can use to start internal conversations.

Content types

- Personalised LinkedIn voice note
- Custom Loom / Video DM
- Custom annotated screenshots/GIFs
- ICP specific deal room
- Curated insight bundle
- Mini audits

Content in action

- Short value-driven email with a unique POV (e.g., “Here’s what [X%] of [their role/industry] are missing when doing [specific task].”)
- 1-minute video or Loom explaining a common blind spot or trend in their industry or job role.
- Mini-audit or benchmark data (e.g., “You’re spending 5x more time doing X than your peers at [company].”)
- Built a one-pager deal room with a video, solution overview and relevant pain points to your ICP.

Start conversations, not pitches. Instead of pitching buyers during your first conversation, look to start a conversation about their role, their perspective, their industry, or another relevant topic”.



Mark Goldberger
Head of Enterprise Sales
ramp

Discovery / Demo call



Purpose

- Help the buyer clarify their problem and align stakeholders around it.
- Offer role-relevant insights that lower the effort of engaging with you.
- Surface internal blockers early and give them the language/tools to address them.
- Begin arming your champion with materials they'll need to build internal consensus.

Content types

- Problem breakdown overview
- Cost of “Inaction” calculator
- Present a champion enablement slide
- Live case study snapshot
- Objection-handling FAQ cards

Content in action

- Present a slide with 1–2 stats to build credibility and show how their challenges compare to others.
- Share a simple diagram comparing their current state to a better future with your solution.
- Walk through quick, back-of-the-napkin math on time or cost savings based on what they shared.
- Preview a champion cheat sheet slide that helps them pitch internally, including value summary and next steps.

Always be inquisitive, ask the ‘WHY’. Why will this deal happen? Why won't it happen? Why is someone acting out of character? That paranoia will help you navigate problems before they occur and allow you to have a solution to overcome it.”



Natalie Johnson
Chief Revenue Officer
AutogenAI

Post-call follow-up



Purpose

- Reinforce shared understanding of their goals, pain points, and priorities.
- Equip the buyer to explain and advocate for your solution internally.
- Provide clear, low-effort next steps to maintain momentum.
- Reduce internal friction by proactively addressing blockers or questions.

Content types

- Personalised call recap video
- Deal room or one-pager highlighting pain > solution
- Interactive mutual action plan hosted in a shared space
- 30/60/90-day value or implementation plan
- Role or industry-specific customer stories

Content in action

- Send a short recap email with key goals, pain points, and agreed next steps.
- Share 1 pager overview (e.g. to help your buyer explain the value to their VP or CRO).
- Add a mutual action plan to the digital room (e.g. sync timeline to track progress with shared accountability).
- Include a simple ROI summary based on their numbers from discovery.
- Add 1–2 case studies relevant to their role or business challenge.

Deals die when there's no follow-up. Even small things like sending the agenda before a call, or a quick Loom recap after — it's those touches that keep the momentum going and build trust."



Malvina EL-Sayegh
Revenue Enablement
Zoopla & Oyster HR

Business case



Purpose

- Enable the buyer to clearly articulate the business value of your solution.
- Help the champion win over budget holders, leadership, or legal with tailored proof.
- Minimise perceived risk through data, case studies, and implementation clarity.
- Build internal consensus by speaking to different stakeholders in their language

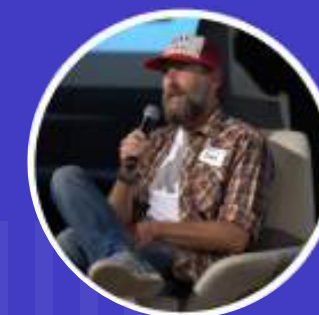
Content types

- Custom ROI model
- Procurement-ready one-pager (security, compliance, legal info)
- Executive summary
- Multi-stakeholder content hub
- Social proof pack

Content in action

- Map out goals, ROI and strategic outcomes to help the champion justify the investment in leadership's language.
- Provide a procurement-ready one-pager to accelerate review by answering legal/security questions upfront.
- Add a TLDR for the CFO focused on business impact, not features.
- Organise a deal room into stakeholder-specific sections (so each internal reviewer sees only what's relevant to them).
- Share a logo slide and 1-pager with relevant customer outcomes.

You have to make it easy for your champion to sell you internally. The business case can't sound like marketing fluff. It should sound like them. If they don't believe it, or worse — if it sounds like you're selling too hard it won't go anywhere.”



Scott Leese

Fractional CRO | GTM Advisor



Proposal & quote



Purpose

- Make it easy for the buyer to review, share, and approve the proposal internally.
- Minimise back-and-forth by clearly addressing commercial terms, scope, and success metrics.
- Reinforce confidence with clarity, flexibility, and a low-risk path to value.
- Reduce legal, procurement, or compliance friction through pre-emptive enablement/

Content types

- Simple, editable proposal or quote summary
- Commercial summary slide with pricing rationale
- Mutual action plan with agreed timeline
- Success metrics or SLA commitments

Content in action

- Share a simplified quote breakdown with clear next steps.
- Centralise all proposal documents and commercial assets in a collaborative workspace (e.g. gives the champion one clean link to forward internally).
- Include a mutual action plan with signing and kickoff milestones (e.g. helps align internal stakeholders on post-signature momentum).

When there's already an abundance of details to keep track of when running a sales cycle, simplifying the proposal and commercials phase is MISSION CRITICAL to getting across the finish line in an expedient, orderly, and predictable manner.”



Danny Wasserman
Global Head of Enablement,
 PIGMENT

Contract & negotiation



Purpose

- Help the buyer navigate internal legal, procurement, or finance hurdles with confidence.
- Maintain deal momentum through transparency, responsiveness, and shared ownership.
- Ensure all stakeholders are aligned on scope, terms, and success criteria.

Content types


- Final editable contract draft via e-signature platform
- Legal/procurement FAQ or playbook
- Post signature kickoff milestones
- Summary of negotiated terms or changes

Content in action

- Use e-signature tools to makes it easier for legal to review contracts without back-and-forth.
- Share a summary of agreed commercial/legal changes to help your champion align internal stakeholders on final terms.
- Include a legal & procurement FAQ doc (e.g. arms your buyer with answers to unblock internal reviews faster).
- Helps buyers loop in others for handoff and success using an interactive mutual action plan.

Sometimes we forget that buyers are navigating their own internal politics. You might be speaking to someone who wants your solution, but they still need to convince legal, finance, IT — whatever. Good sellers make that easier. They don't just pitch and hope. They equip the buyer to tell the story internally, in a way that lands.”



Lesley Ronaldson
EMEA General Manager &
Vice President 

Onboarding



Purpose

- Ensure a smooth handoff and align stakeholders on delivery, timelines, and success.
- Make it easy for the buyer to activate and show early wins.
- Reduce onboarding friction with clear, guided workflows and support.
- Help your champion demonstrate internal progress and value quickly.

Content types

- Welcome pack with key milestones and team intros
- Onboarding checklist
- Success plan with agreed outcomes
- Dedicated DSR onboarding section
- Self-serve resources/FAQs

Content in action

- Centralise all onboarding content on one link for a single source of truth.
- Provide a clear onboarding checklist with roles and deadlines to reduce friction and build accountability from day one.
- Gives your champion a framework to track and share progress internally.
- Share product tutorials/self guided tours and documentation to help them self-serve quickly and avoid bottlenecks.

What happens after the deal is just as important as what happens before it. If you over-promise in sales and the onboarding doesn't match up, you lose trust immediately. Enablement shouldn't stop at closing, it needs to support onboarding, adoption, and everything that comes after. Otherwise, you're just setting your CS team up to fail."



Alice de Courcy
Group Chief Marketing Officer



Account management & renewal



Purpose

- Help the customer demonstrate value internally and secure ongoing buy-in.
- Reinforce the original business case with measurable outcomes and progress.
- Uncover new opportunities to support growth or expansion.
- Reduce friction in renewal discussions by aligning early on goals, budget, and success metrics.

Content types

- Quarterly Business Review (QBR) deck or ROI summary
- Renewal-ready success metrics dashboard
- Expansion proposal or roadmap (where relevant)
- Stakeholder update for internal reporting
- Renewal timeline with clear milestones

Content in action

- Share a QBR deck highlighting wins, outcomes, and progress vs. goals (e.g. gives your champion proof to support renewal conversations)
- Makes it easier for your champion to pitch additional value via an expansion roadmap
- Keep everyone aligned and avoids last-minute blockers using a renewal plan with timelines.
- Use a maturity model or health check scorecard (e.g. shows growth potential and areas to improve together).



Tools to remove friction and enable your buyers

Quoting & Proposal & E-signature

 DocuSign

 Pandadoc

 Dropbox Sign

 Adobe Sign

 Signable

 Signwell

 Quotewerks

 Prospify

 Quotecloud

 Ironclad

Billing & self-serve checkout

 Stripe

 Chargebee

 Paddle

Business case builders

 Minoa

 Fluint

 Symbe

 trumpet

Live chat & real-time support

 Intercom

 Drift (via Salesloft)

 Front

 Rep.ai

Calendar Scheduling

 Chili Piper

 Calendly

 Clara

 Motion

 Cal.com

Product tours & micro demos

 Storylane

 Navattic

 Consensus

 Walnut

 UserGuiding

 Arcade

 Appcues

 Demostack

 Supademo

ROI calculators

 Calculoid

 Outgrow.co

 Convert Calculator

 Involve.me

 Mediafly

Asynchronous video

 Loom

 Vidyard

 Tella

 Vimeo

 Wistia

 VEED

Customer reviews

 Senja

 Testimonial.to

 Framewall

 Boast

 StoryPrompt

Digital Sales Room

 trumpet

 GTM Buddy

 Valuecase

 Arrows

 GetAccept

CMS

 trumpet

 Highspot

 Seismic

 Showpad

 Spekit

 Frontify

 Bynder

Solutions for stopping self-sabotage in trumpet



Mutual Action Plan Lowdown

- + Trumpet spaces with a mutual action plan in x2 win rate
- + Mutual Action Plans that have 6-10 completed steps have an 84% win rate
- + MAPs that have 11-15 completed steps have a 92% win rate
- + MAP sweet spot for win rate is 6-20 completed steps
- + MAPs that have over 30 steps win rates drop to win rates of having no MAP - i.e. don't overwhelm

How many buyers is best?

- + 4 unique stakeholders doubles the chance to close vs 1 or 2 stakeholders
- + 6 unique stakeholders gives you a 51% chance of close
- + 10 unique stakeholders gives you a 65% chance of close
- + 10+ unique stakeholders gives you a 75% chance of close



The Perfect trumpet “Pod” (Digital Sales Room)

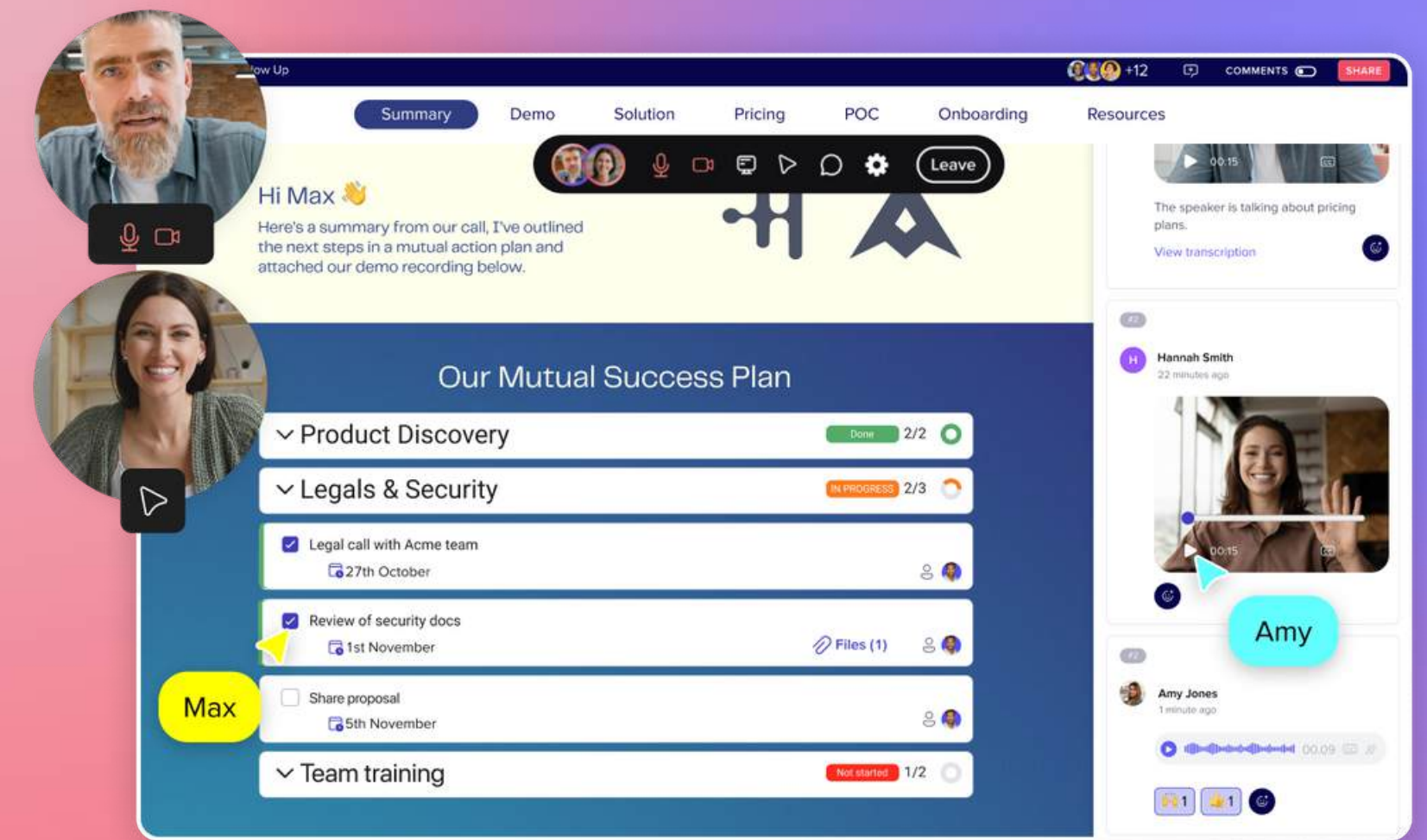
- ✓ Pods that have a DocuSign type e-signature product in them have sped up sales cycle by 23%
- ✓ Pods that have a deal timeline sped up sales cycle by 33% and increased win rate by 7%
- ✓ Pods that had testimonials in increased win rate by 4%
- ✓ Personalised video in Pods sped up sales cycle by 14%
- ✓ Pods that have interactive demos in sped up sales cycle by 31%
- ✓ Pods that lay out the features of your product clearly sped up sales cycle by 21%
- ✓ Pods with FAQs in sped up sales cycle by 15%
- ✓ Pods with clear pricing in sped up sales cycle by 19% and increased win rate by 2%
- ✓ Pods with calendar functionality increased win rate by 8%
- ✓ Pods with more than 3 PDFs in had lower win rate of 8%



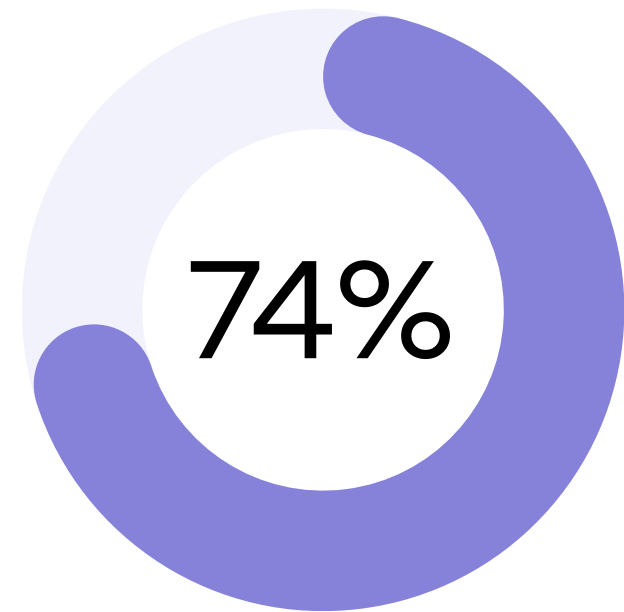
Digital Sales Rooms: fostering buyer enablement

At trumpet, buyer enablement isn't just a buzzword — it's the future of sales.

Our digital sales rooms give revenue teams a centralised, collaborative space to share content, align stakeholders, and drive deals forward faster.



We speak for the '74%'



of buyers say a well-organized buying experience influences their decision to move forward.

Today's B2B deals don't just happen in emails or calls.

Trumpet brings it all together.

With digital sales rooms, reps can create a single, collaborative space that helps buyers stay synced, self-serve at their own pace, and champion your solution internally.

The result? Smoother buying journeys, faster decisions, and fewer deals lost to indecision.



One place for everything

No more buried decks or lost follow-up emails. Pods (Trumpet's digital sales rooms) bring every touchpoint — pricing, demos, proof — into one buyer-friendly space.

Accelerated decisions

Stakeholders who engage via Pods make decisions **18% faster** than those in traditional sales processes. Why? Less back-and-forth, more clarity.

Stickier, smarter storytelling

Trumpet Pods are **32% more effective** and **47% more memorable** than traditional slide-based presentations — helping your message land, and stay, with every stakeholder.

Momentum without the push

Buyers can explore, share, and revisit key info on their terms — giving reps a way to guide the deal forward even when they're not in the room.



Drive faster deals in one collaborative space.

Everything your buyer needs in one digital space.
From first call to closed-won and beyond.

www.sendtrumpet.com