



Sales Enablement
Collective



Impact of *enablement*

2025 REPORT

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Our expert *contributors*



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Methodology

summary

The data in this report comes, primarily, from our survey of 112 sales enablement professionals across as broad a range of industries and job titles as possible. (Final data was submitted anonymously.)

To eliminate bias, and present as accurate a picture of the traditional enablement experience as possible, this report does not include any data from users of the Spekit enablement platform.

The report also features anecdotal evidence and opinions from our expert contributors:

Aaron Clark, Stephanie White, Jessica Jones, Sheevaun Thatcher, Anna Vuong, Andrew Riesenfeld, and Luke Martin, all of whom have considerable hands-on experience using enablement platforms. They've grappled first-hand with the challenges of maximizing enablement impact, and return on investment, at corporations of various sizes.

Their experiences and perspectives on enablement platforms and their effectiveness serve to provide practical advice, as well as deeper context for survey findings.

Note to the reader: For some questions, respondents were free to select multiple answers, meaning percentages will sum to greater than 100%. These questions have been marked with the following symbol (†).

Introduction: *ROI matters*



Introduction:

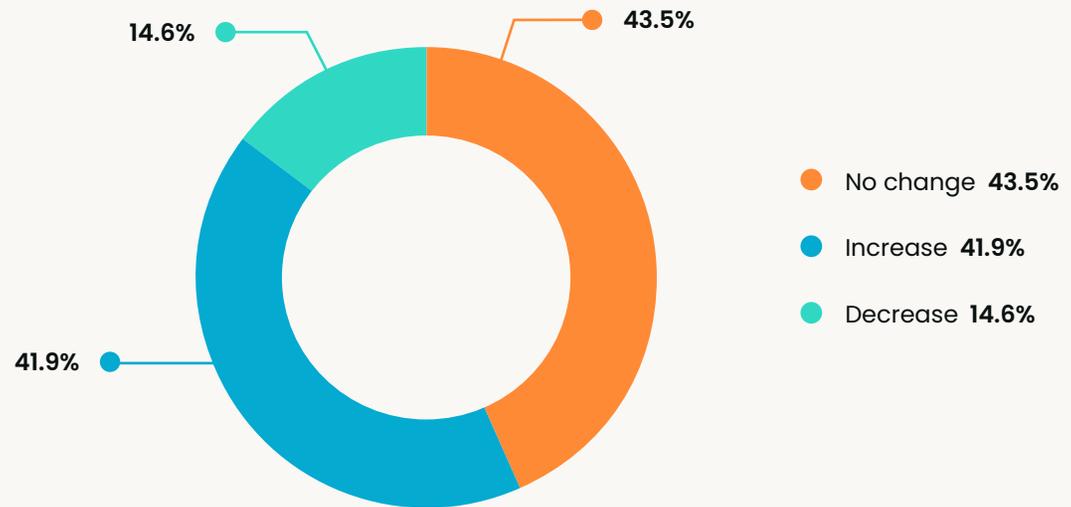
ROI matters

The data is in, and it paints a mixed picture of the enablement landscape. While a majority of leaders see the value in the enablement function, a significant proportion does not.

Look at the data on enablement budgets in isolation, and the picture is positive.

85.4% of enablement budgets are not decreasing this year, while **41.9%** are actually increasing.

Is your company making changes to your enablement budget this year?



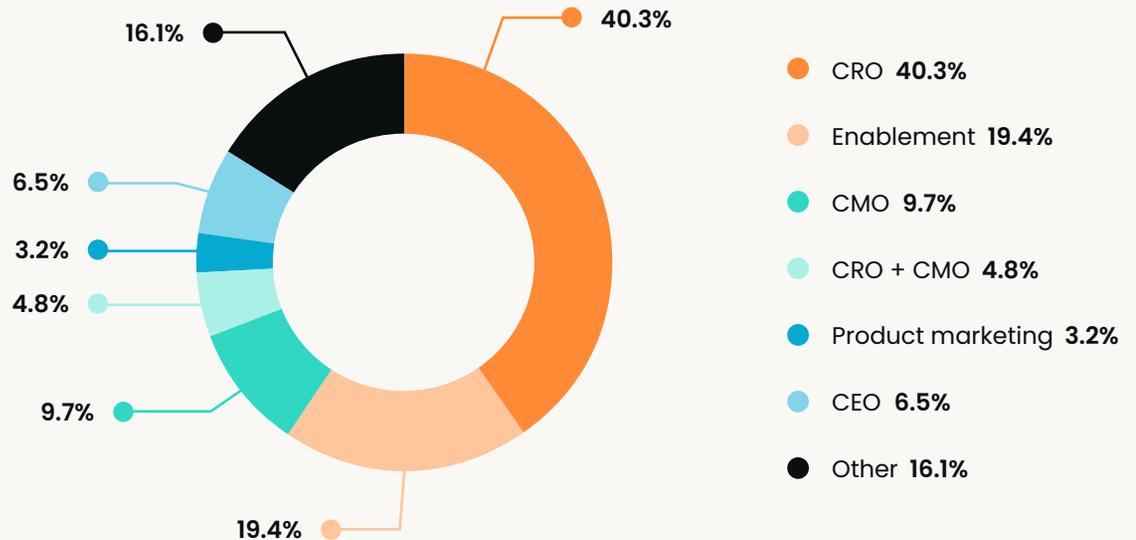
Introduction: *ROI matters*

This seems like great news for those in enablement. A bigger budget means new or better tools, increased headcounts, and even more pay.

But (and this is crucial), this is only true for those teams that can **convince the relevant stakeholder of enablement's impact**.

40.3% will have to convince their CRO, while almost 20% (**19.4%**) will have to convince their Head of Enablement.

Who owns your enablement budget?

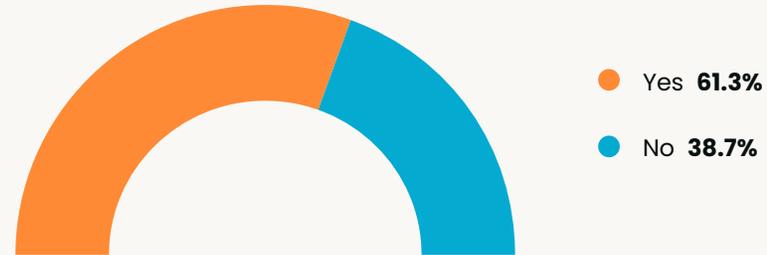


Introduction: *ROI matters*

Our data suggest **this won't be any small feat.**

Over a third of enablers feel they **do not have full buy-in** from senior leadership, while **16.1%** said their key stakeholder (CRO / senior management) didn't log into their enablement platform *at all* in the previous quarter, perhaps demonstrating a lack of interest.

Do you feel you have full buy-in from senior sales leadership?

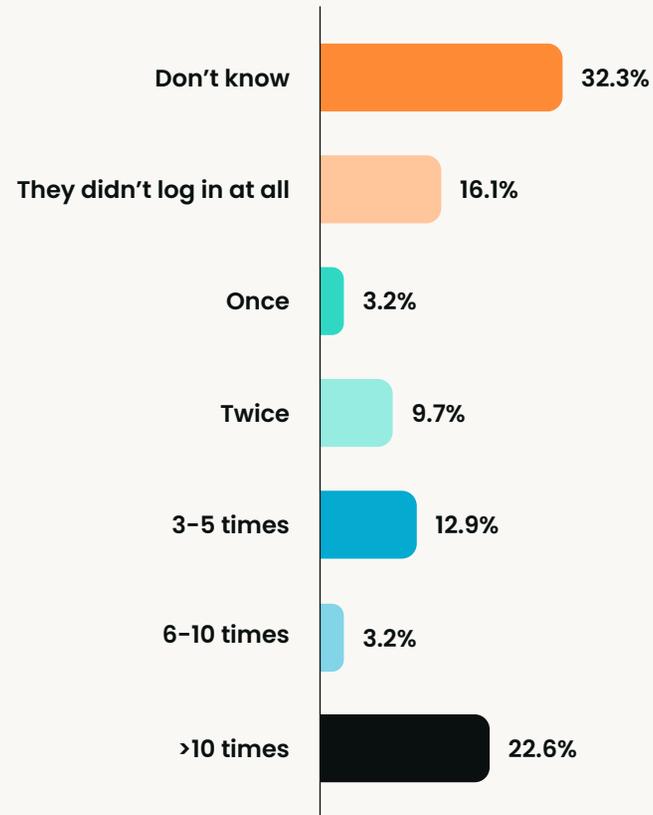


Introduction: *ROI matters*

But the bigger issue is this:

Even if enablers manage to get buy-in, platform adoption from sales leaders and CROs is abysmal. **75%** of enablers said their sales leader logged in to their platform fewer than five times in the last three months, while **32%** don't even know.

How many times did your sales leader (CRO/senior management) log in to your enablement platform last quarter?



Introduction:

ROI matters

And the tools you use?

They'll play a big part in this.

Aaron Clark highlights how tools helped him generate massive ROI for one of his teams:

"At a previous company, the SDR first-call readiness process took two months due to the complexity of the medical device industry. By implementing a just-in-time enablement tool, we reduced ramp time by over 50%, bringing it down to just four or five weeks.

"Instead of pulling reps into costly live tools training sessions, we integrated a change process directly into their workflow, saving hundreds of hours that would have otherwise been spent on unnecessary training. This approach resulted in a significant ROI."



aidoc
Always On AI

Aaron Clark

Revenue Enablement Manager at Aidoc

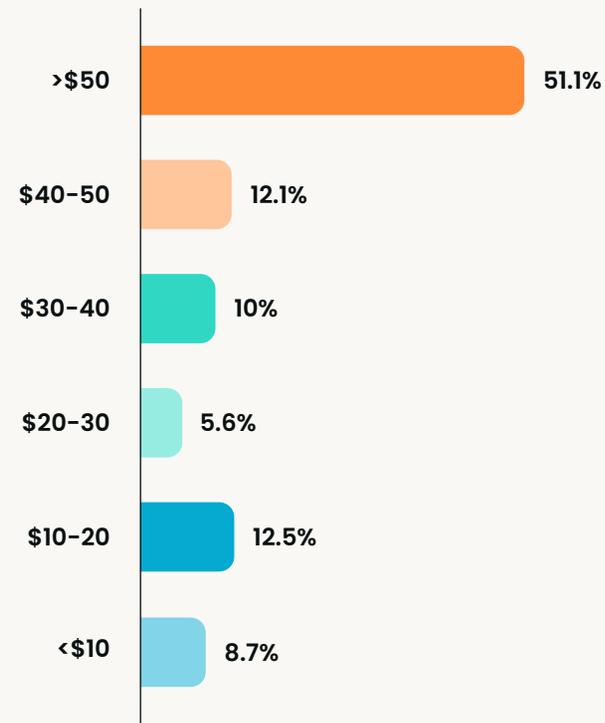
Introduction:

ROI matters

But not all tools are created equal.

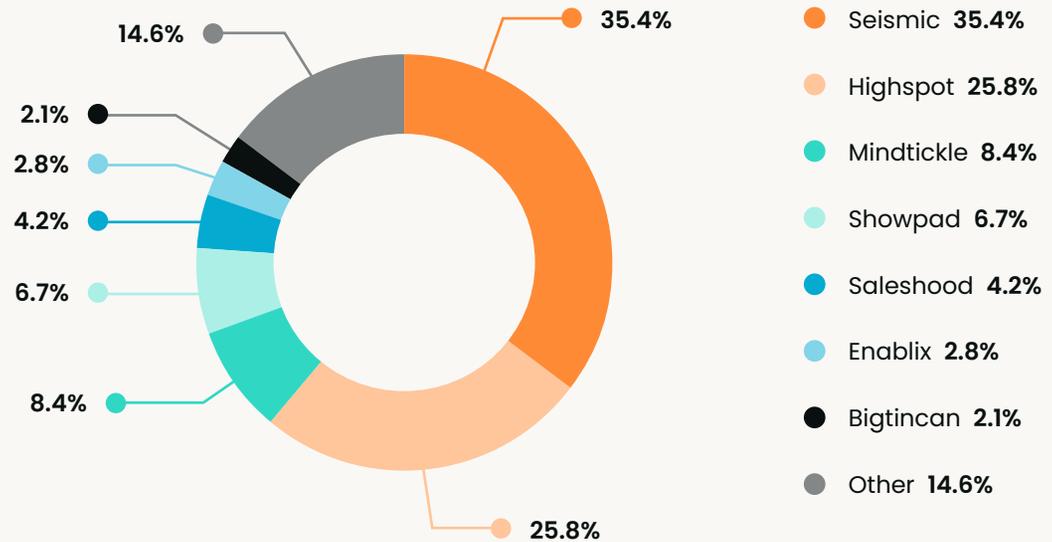
51.9% of our respondents currently use an enablement platform. But with over half (**51.1%**) of those paying more than \$50 USD per user for that platform, it's critical that these tools translate into **real enablement impact**.

How much do you pay for your enablement platform (per user - USD)?



Introduction: *ROI matters*

Here are the platforms our respondents use:



In this report, we'll first break down the data on how much ROI traditional enablement platforms generate for their enablers.

We'll start in Part 1 by painting a broad picture of the core issues. In Part 2, we'll look at platform features, and which ones actually help teams generate impact. In Part 3, we'll dive into how much time (and money) limitations with traditional platforms, and fractured processes, are really costing teams.

Part 1:

How faith in enablement
platforms *breaks down*



Part 1: How faith in enablement platforms *breaks down*

Why teams switch enablement platforms

According to our data, about 57% of teams have used an enablement platform before and **28%** have chosen to change enablement platforms in the last 18 months.

Anyone who has migrated from one platform to another knows that it takes time (and money) to switch.

Stephanie White had this to say about being stuck with a platform that no longer serves the needs of her team:

“Sometimes you can have a great tool, but it’s not fit for the purpose you need, and you find yourself thinking, “I’m with this vendor, because right now, it’s not a priority for me to leave, because if we’re invested heavily, leaving isn’t easy”. You realize you’ve put 1,000+ pieces of content into the platform, and if you don’t renew in 30 days, you lose everything because they don’t allow you to export back out. The reality is, vendors don’t always make these things clear upfront.”



Stephanie White

Senior Director of Sales Enablement at Medallia

Medallia

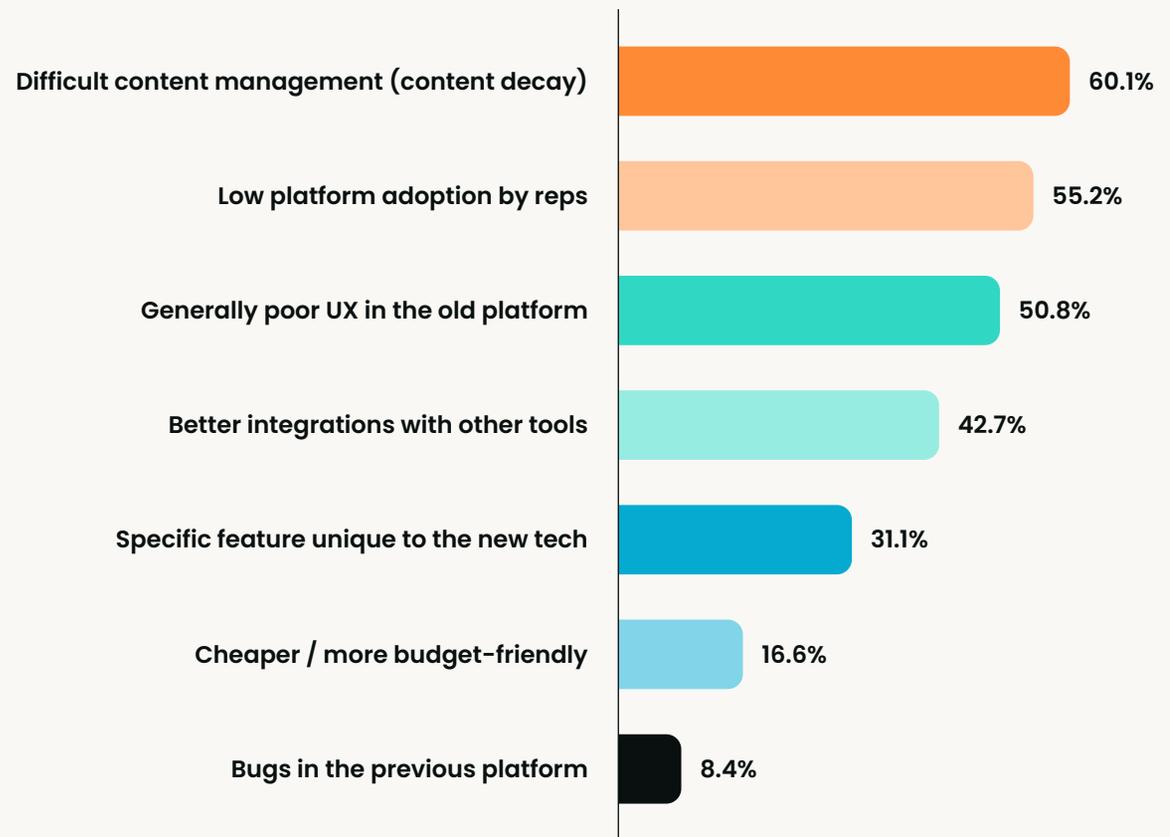
Part 1:

How faith in enablement platforms breaks down

So what drove more than a quarter of enablement teams to fight their way out of a relationship with their old tech?

Difficult content management, fear of content decay, low rep adoption, and bad UX are all key culprits in driving folks away from their enablement platforms.

What were you looking to fix, or improve, by switching your enablement tech?†



Part 1:

How faith in enablement platforms *breaks down*

The results reveal a lot about the priorities of enablement professionals.

Three overarching themes are apparent:

✔ Content is king

If a platform makes managing and maintaining content difficult, then that content is much more likely to become useless to reps.

As a result, **60.1%** of respondents selected this option as a key driver in forcing them to move away from their old platform.

✔ Adoption and UX are crucial

If reps aren't adopting the platform (**55%**), or the user experience for reps is unintuitive (**51%**), enablers are going to get frustrated.

✔ Price is not a huge motivator

Price alone is not a huge motivator for a platform change, with only **16%** of respondents selecting this option.

Remember that most enablers pay upwards of \$50 USD per user for their platform. And that, for most enablers we surveyed, budgets aren't decreasing.

Implicitly, enablers who have the budget for an enablement platform are most interested in using the best platform for their team, **regardless of cost**.

Part 1:

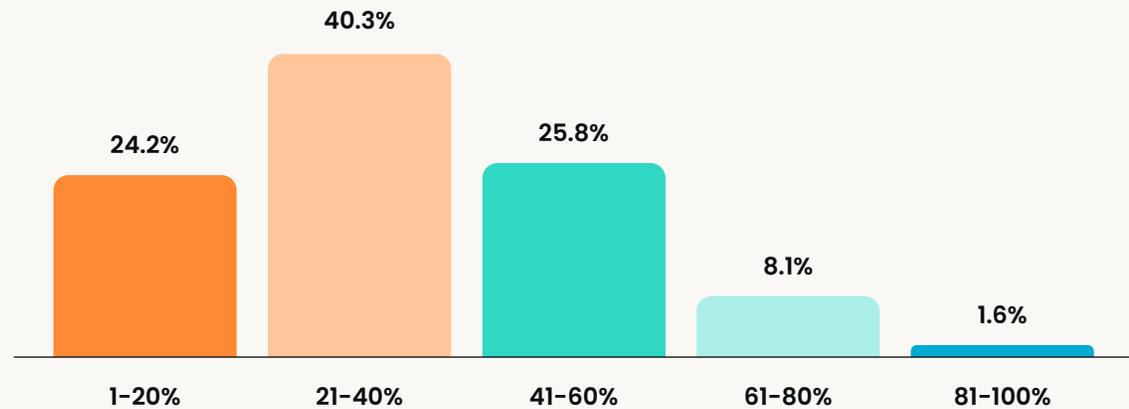
How faith in enablement platforms *breaks down*

Content adoption rates are poor

For **24.2%** of enablers, **over 80%** of their content isn't used.

Only 9.7% of enablers believe that **at least 60%** of the content they create is **used at all**.

On average, what percentage of the content you've created do you think reps use on a monthly basis?



Part 1:

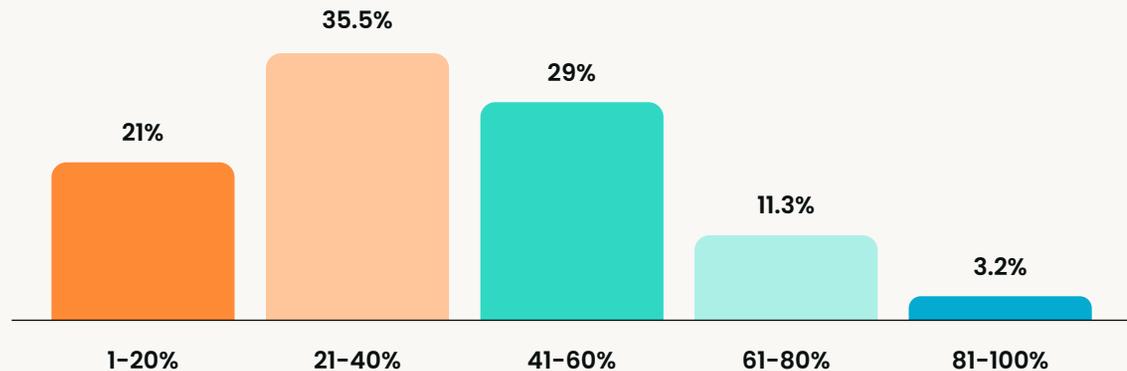
How faith in enablement platforms breaks down

The data on adoption for customer-facing content tells the same story, which is even scarier for marketing teams who spend a lot more time on the design side of collateral.

21% of our respondent pool say reps share **20% or less** of their customer-facing content with buyers.

For **85.5%** of enablers, **at least 40%** of their customer-facing content **does not get shared at all** with buyers:

On average, what percentage of your customer-facing content do you think reps actively share with customers today?



Part 1: How faith in enablement platforms *breaks down*

Why might reps decide not to use your content?

Sheevaun Thatcher says it comes down to the following:

“**One** - The biggest challenges are **availability and searchability**. Reps need to access the right content at the right time—content that is current, aligned with the go-to-market strategy, and presented in a consumable format.

“**Two** - If content is well maintained and easily accessible in multiple formats, reps will use it. However, **without proper governance and a regular refresh of the content, outdated or irrelevant materials can erode trust**. A single piece of outdated content can have a major negative impact if shared with a prospect.”



Sheevaun Thatcher

Chief Growth Strategist, Founder at Thatcher Consulting Group

A handwritten signature in black ink that reads "Sheevaun Thatcher". Below the signature, in smaller text, it says "CHIEF GROWTH STRATEGIST".

Part 1:

How faith in enablement platforms *breaks down*

“For reps to adopt a tool, three things must be true:

1. They must know **where** to find the content.
2. The content must be **relevant** to their needs.
3. They need a **reason to care**.

“Most enablement tools address the first point through search functions, AI recommendations, and curated content. But if content isn’t easy to find, sellers will look elsewhere.

“The bigger issue is making content **relevant and timely**. We used to send out process updates via newsletters or e-learning modules, but those were disconnected from the moment of need. Reps wouldn’t remember the training when they actually needed it in Salesforce.”



Luke Martin

Senior Manager, Revenue Enablement Infrastructure Operations
at ZoomInfo



In other words, low content adoption is the fault of traditional enablement platforms. Content needs to be easy to find and access. It needs to be easy for enablers to update, to guard against content decay.

Part 1:

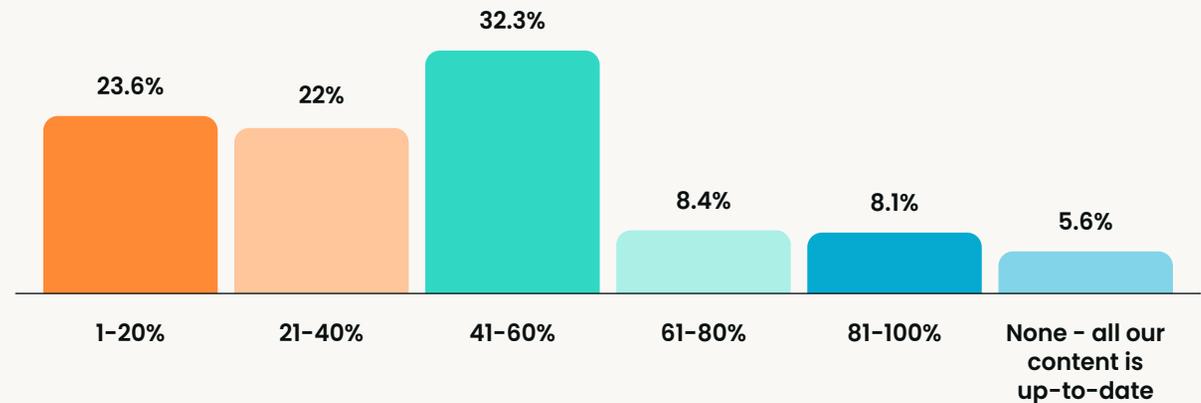
How faith in enablement platforms breaks down

Content decay is a universal challenge

Content decay is the Achilles' heel of any enablement platform. Our data suggests that only **51.2%** of respondents believe that **40% or more** of their content is trustworthy.

In fact, **48.8%** believe that **40-100%** of their content needs refreshing.

What percentage of your enablement content would you say currently needs a refresh?



Adoption rates are prone to nosedive when reps get burned in a deal by out-of-date content. **Once they lose trust in your content, they stop using it.**

It's therefore crucial that enablers keep their content up-to-date, and that platforms make that process as frictionless as possible.

Part 1:

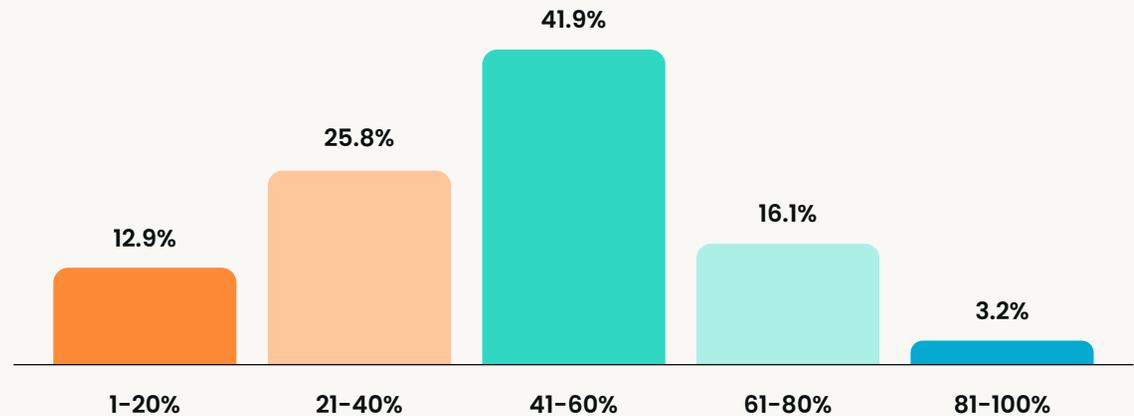
How faith in enablement platforms breaks down

Many platform features go unused by reps

It's not just content that suffers from low adoption, though.

79.7% of enablers say reps don't use as much as **40%** of their platform's features. If your enablement team isn't using those features either, you have lost investment on your hands.

What percentage of your enablement platform's features do your reps use regularly?



Part 1: How faith in enablement platforms *breaks down*

But why might reps ignore the useful features in their enablement platform?

Perhaps those features aren't actually all that useful. Some of the experts we spoke to suggested that feature bloat can be a real problem:

"When platforms try to do everything, they become overwhelming. Early in my career, I encountered systems that were either too complicated to install or too basic to meet our needs. The best platform for you will provide the precise information you need in the right format and at the right time."



Sheevaun Thatcher

Chief Growth Strategist, Founder at Thatcher Consulting Group

Sheevaun Thatcher
THATCHER CONSULTING

Part 1:

How faith in enablement platforms *breaks down*

The importance of an uninterrupted workflow

We spoke to our experts to understand how the enablement platforms they've used throughout their careers have helped them the most, and where they've let them down.

Time and again, we heard the same thing: The best platforms surface content directly to reps **in their flow of work.**

These just-in-time (JIT) platforms:

- Are integrated into the user's workflow.
- Meet reps where they're at.
- Make it incredibly fast to find the required content.

Conversely, the biggest recurring problems our experts have had with platforms are **poor implementation and integration.**

When content is disorganized or poorly maintained (either because the platform makes maintenance difficult, or a team's processes do), reps find it impossible to find what they need.

"Technology should **integrate seamlessly** into a rep's workflow. If sales reps live in the CRM all day, the enablement platform should be accessible within the CRM. They shouldn't have to open a new window, log in separately, or remember another password. Meeting people where they already are is essential for adoption, which itself is essential if you want your work to have an impact."



Jessica Jones

VP/GM Data Axle USA/Reseller & Talent at Data Axle

data axle

Part 1:

How faith in enablement platforms *breaks down*

“The best experiences happen when the platform is **fully integrated into the seller’s workflow**—so they don’t have to leave what they’re doing to use it. If they can search for what they need and actually find it within seconds, it builds trust in the tool and encourages continued use.”



Anna Vuong

Global Revenue Enablement Strategy and Operations,
Chief of Staff at Juniper Networks



Part 1:

How faith in enablement platforms *breaks down*

Consider, though, that almost three quarters (77.4%) of our respondents do not currently use an enablement platform that takes a JIT approach:

Does your enablement platform feature “just-in-time” content delivery?



This puts the experience of the majority of enablers at odds with what our experts (and data) suggest offers the best experience for enablers and reps alike: A platform that’s integrated into the user’s workflow, that integrates seamlessly with other tools.

Part 1:

How faith in enablement platforms *breaks down*

Conclusions from Part 1:

- ✔ Platforms that reps don't adopt, make content management difficult, or have a poor UX, destroy faith in enablement tools and drive users away.
- ✔ Enablers believe that the best platforms are able to surface content right within the flow of work for reps. However, only **22.6%** have platforms with just-in-time content delivery capabilities.
- ✔ For traditional enablement platforms, the stats on content adoption are abysmal. **24.2%** of enablers say **over 80%** of their content isn't used, while the data on customer-facing collateral tells the same story.
- ✔ Feature adoption is also poor. **79.7%** of enablers say reps don't use as much as **40%** of their platform's features.
- ✔ Almost half of enablers think that a minimum of **41%** of their content currently needs refreshing, meaning there's a high risk of reps not getting the up-to-date information they need to win deals.
- ✔ Our experts argue that low adoption comes down to content accessibility, searchability, and availability. If your platform makes these things difficult, reps won't use the content you create for them.

Part 2:

Features don't offer good
return on investment



Part 2: Features don't offer good *return* *on investment*

Enablers pay a premium for feature bloat

In the last section, we learned that many platform features go unused by reps. **79.7%** enablers say reps don't use as much as **40%** of their platform's features.

Despite this, there are platforms that go the all-in-one route, trying to offer a comprehensive suite of features.

Stephanie White suggests that, if you choose such a platform, you could find yourself stuck with a lot of expensive features you don't need. If this is true, you'll struggle to generate ROI until you move away from that tool, and towards one that's more cost-effective:

"There's a platform I've used previously that has moved toward an all-in-one platform approach, bundling multiple tools into one package. But the problem with that is, it seems overpriced because they're selling a premium suite of features I don't need and no longer give me the flexibility in my plan.

"They might say, 'You could replace your 4 other tools with us,' but that's not realistic in a large organization where contracts, budgets and end-users are staggered across teams."



Stephanie White

Senior Director of Sales Enablement at Medallia

Medallia

Part 2: Features don't offer good *return* *on investment*

Luke Martin also calls into question what you'd think would be an obvious advantage to these huge, all-in-one tools: Data aggregation.

"Many companies want to consolidate enablement tools into a single platform for cleaner data aggregation. While that can be useful, it's critical to avoid sacrificing functionality just for the sake of data centralization.

"You'll still need to tie platform data to real-world performance, which requires integrating revenue data anyway. Prioritize adding value to your users and accept the task (and opportunity) of packaging the data."



Luke Martin

Senior Manager, Revenue Enablement Infrastructure Operations
at ZoomInfo



Combined with the data on low feature adoption, these perspectives suggest that all-in-one platforms aren't a great solution for enablement professionals looking to maximize their impact.

Part 2:

Features don't offer good *return on investment*

Enablers buy based on features reps won't use

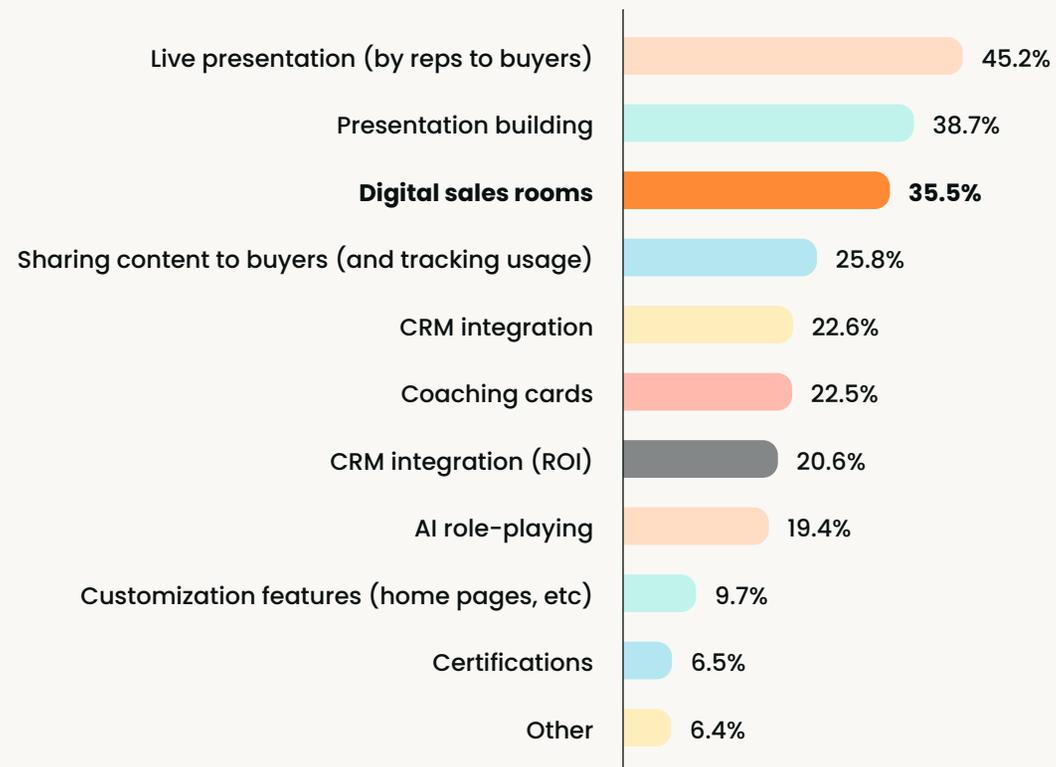
While the competitive landscape has led to a lot of consolidation in enablement platforms, it has also led to vendors adding “bells and whistles” to their platforms.

But do reps use them?

Our data suggests they do not. There's a clear discrepancy between the features that enablers buy, and the features that reps actually use.

Here's a look at precisely which features reps don't use:

Which features in your current enablement platform have low rep adoption?†



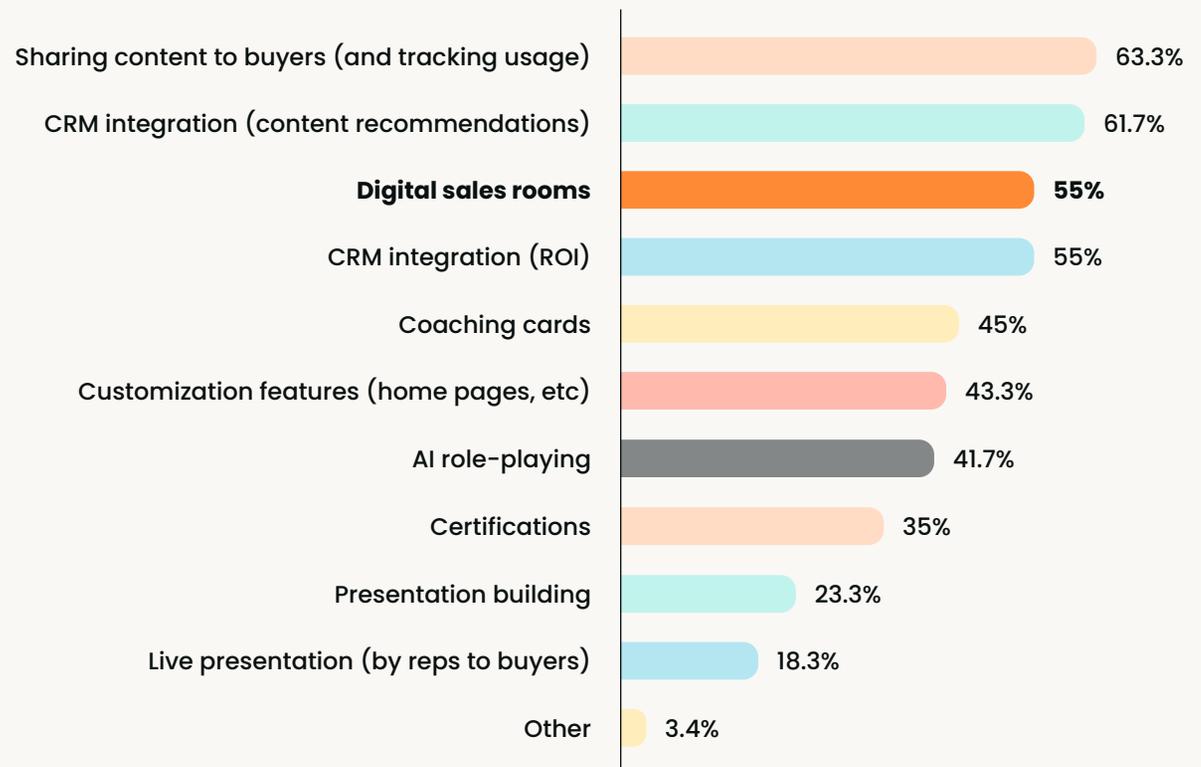
Part 2: Features don't offer good *return* *on investment*

Presentation features have the worst adoption.

But notice that digital sales rooms are third on this list. **35.5%** of enablers say digital sales rooms is a feature with low adoption at their organization.

Now let's take a look at the specialized features enablers get the most excited about when looking at new platforms:

What specialized features do you get most excited about when considering an enablement platform?



Part 2: Features don't offer good *return* *on investment*

Notice here that **55%** of enablers say digital sales rooms is a feature that made them excited about a new platform.

So there's a **disconnect** between the features **enablers find attractive** when buying a platform, and the features **reps actually end up using**.

We see something similar with the "sharing content to buyers (and tracking usage)" feature.

More than a quarter (**25.8%**) of respondents say reps aren't frequently sharing content with buyers via their platform. But this was the feature most enablers said they got excited about when choosing a new platform. In fact, almost two-thirds (**63.3%**) picked this option.

We want to recognize that there's some nuance here.

In some industries, for example, an otherwise useful feature can become useless:

"Tracking links are a great example. In most industries, they're incredibly useful, but others, like healthcare, block them, making them useless."



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Always On AI

Aaron Clark

Revenue Enablement Manager at Aidoc

Part 2: Features don't offer good *return* *on investment*

Features can look very different, too, depending on the platform you're using. One vendor could implement AI well, with smart tagging options and content recommendations. Another, though, might add a ChatGPT wrapper that clutters the platform more than it adds value.

"If AI is implemented poorly, it can create more problems than it solves. For example, I tested a vendor's AI tagging feature. It wasn't analyzing the actual document content—only metadata—and making pattern-based assumptions.

"One document clearly labeled "Internal Only" was incorrectly suggested as "External," simply because of how the AI was matching metadata. This kind of flaw can lead to major errors in content management."



Luke Martin

Senior Manager, Revenue Enablement Infrastructure Operations
at ZoomInfo



For those struggling to prove ROI, it's worth looking at the platform you're using and highlighting lost value. If you find that you can't get reps excited about features that won you over to a platform, it might be time to move to a platform that offers a streamlined suite of *impactful* features.

Part 2:

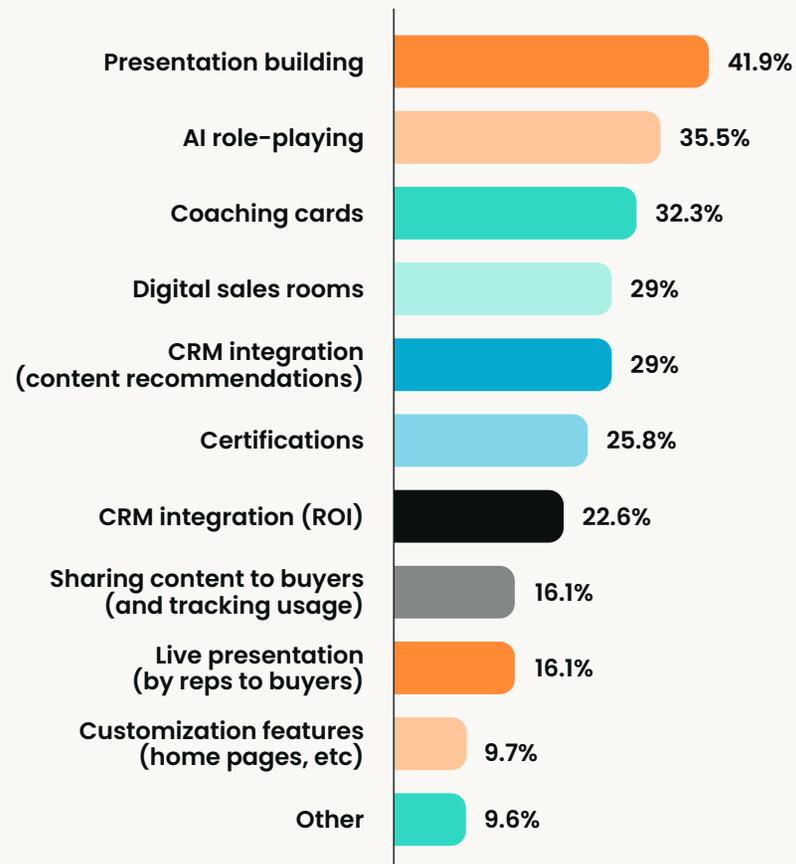
Features don't offer good *return on investment*

Enablers fail to implement all features

But there's more to unpack from the data.

It's not just that reps don't use all the features a platform has to offer. Enablers actually *never* fully implement many specialized platform features.

Which of the features in your enablement platform have you never properly implemented?†



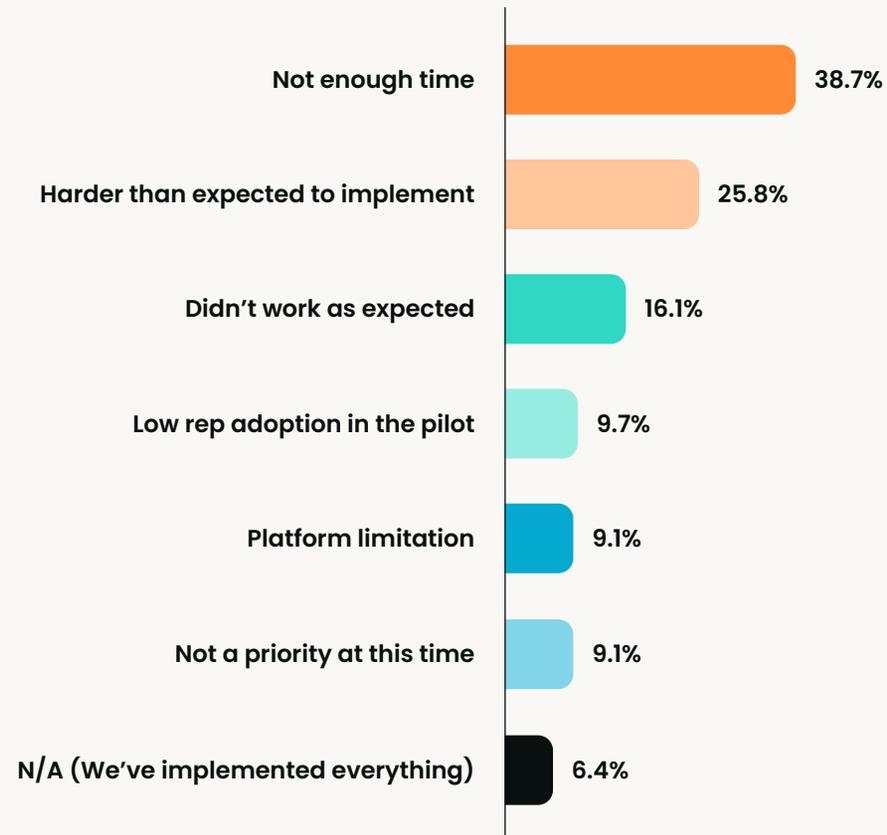
Part 2:

Features don't offer good *return on investment*

According to our data, presentation building is the feature with the lowest rate of full implementation.

We wanted to understand the reasons why enablers might not implement the above features:

For what reasons have you never implemented these features?†



Part 2: Features don't offer good *return* *on investment*

By far the most common response was that enablers **don't have enough time** to implement these features.

While this might suggest that these features simply aren't a priority, over a quarter (**25.8%**) of our survey takers said some of these features were **harder than expected to implement**, and that it was this difficulty that stopped them from rolling these features out.

This underlines a big issue for enablers using traditional tools. The data shows that paying a premium for bells and whistles on your enablement platform is highly unlikely to deliver return on investment. While reps are unlikely to use these features, many traditional platforms make them too difficult to roll out at all.

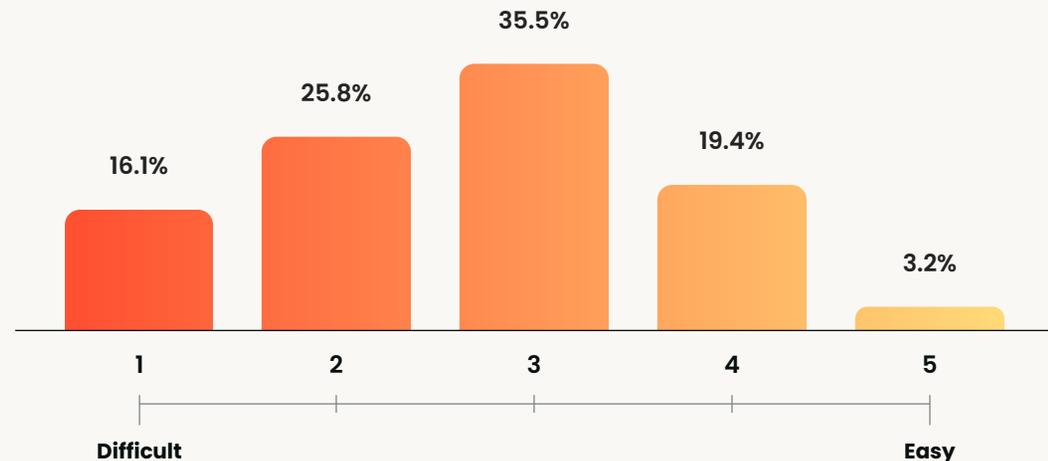
Part 2:

Features don't offer good *return on investment*

Most platforms don't make it easy to prove ROI

For a broader overview of how much enablers feel traditional enablement platforms get in their own way, we asked enablers how easy their platform makes it for them to prove the impact of their enablement efforts:

How easy is it to prove the impact of your enablement efforts (ROI) with your enablement platform?



These results show a definitive **skew towards the lower end of the scale**. Therefore, traditional enablement platforms make it difficult to prove ROI.

There are more responses in the 1-3 band than 3-5, and almost twice as many chose either one or two out of five, versus four or five (**41.9% vs. 22.6%**).

Part 2: Features don't offer good *return* *on investment*

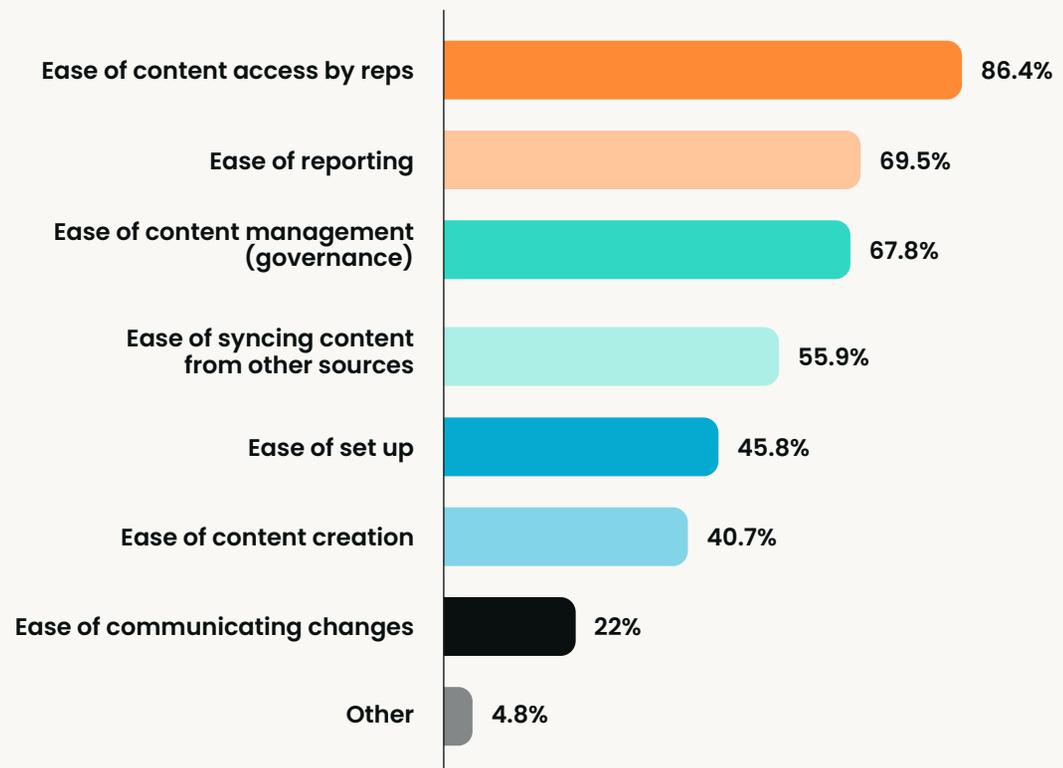
The importance of investing in features that promise ROI

To wrap this section up, let's take a look at the platform features that do seem to offer strong return on investment.

Presumably, features that promise to solve a big pain point will be the ones enablers are most attracted to. An increase in productivity and, therefore, ROI, might also be at play in the decision-making process.

Here are the capabilities that matter most to enablers when choosing a new platform:

Which capabilities matter most to you when choosing a new enablement platform?†



Part 2:

Features don't offer good *return on investment*

Two top priorities emerge:

One: Easy content access and management

The first priority regards enablement content.

This is a two-pronged problem. First, sales reps need to be able to **access** enablement content easily. Second, enablement professionals need to be able to **manage** that content (keeping it up-to-date, and well-organized) easily.

If either of those things is difficult, a platform will be proportionally less attractive.

“The key is **fast accessibility**—if a rep can't find something within 30 seconds, they'll move on or ask someone, creating unnecessary friction.

“But on the flip side, most enablement teams are lean, so admin tools need to be simple and intuitive. If it takes too much effort to update and track data, it won't get used effectively.”



Jessica Jones

VP/GM Data Axle USA/Reseller & Talent
at Data Axle

data axle

Part 2:

Features don't offer good *return on investment*

But there's a crucial insight these results don't surface: The content that the platform serves up to enablers must also be complete.

"We once had an issue where searching for a specific organization returned only its logo instead of the actual name."



Sheevaun Thatcher

Chief Growth Strategist,
Founder at Thatcher Consulting Group



Part 2:

Features don't offer good *return on investment*

Incomplete search results, even when not technically incorrect, can leave reps confused or frustrated. For true return on investment, enablement platforms should return complete information in search results. The richer the results, without negatively impeding user experience, the better.

Two: Easy, insightful reporting

Ease of reporting is an essential platform capability.

69.5% of respondents selected this option. Notably, better reporting means **more insight into ROI**, as well as **more provable ROI** to stakeholders.

If these capabilities are important to enablers, it stands to reason that a platform that fails in any of these areas returns just cents on your enablement dollar. Especially if the reporting makes simple things difficult, like reporting by specific team usage.

Anna Vuong highlights how not all platforms are created equal when it comes to reporting:

"Every vendor says they offer great reporting, but in reality, most require a dedicated CSM just to extract slightly customized data. If reporting isn't intuitive, that's a dealbreaker."



Anna Vuong

Global Revenue Enablement Strategy and Operations,
Chief of Staff at Juniper Networks

JUNIPER
NETWORKS

Part 2:

Features don't offer good *return on investment*

A Director of Revenue Enablement at a well-known company, who asked to remain anonymous, had this to add:

“Reporting used to take me three hours every time I had to pull data for Product Marketing. Now, they can track adoption themselves—and use that data to improve content.”

In short, content accessibility, strong reporting, and easy content management are essential features in any enablement platform. The best enablement platforms will make it easy for reps to find content, for enablement professionals to manage that content, and to report on that content's usage.

Part 2:

Features don't offer good *return* *on investment*

Conclusions from Part 2:

- ✓ Many platform features go unused, calling into question the ROI of choosing all-in-one platforms offering suites of features.
- ✓ Features that excite you, as an enabler, don't always excite your reps. Buy for your reps, not for what excites you.
- ✓ You never get the chance to benefit from great features if they're difficult to implement. Ease of implementation is crucial.
- ✓ Most platforms don't make it easy for enablers to prove ROI.
- ✓ The platforms that see the highest adoption rates are those that help reps quickly find the content they need, give enablement teams control over content management, and provide clear insights into that content's usage.

Part 3:

Fractured processes and clunky
interfaces *cripple ROI*



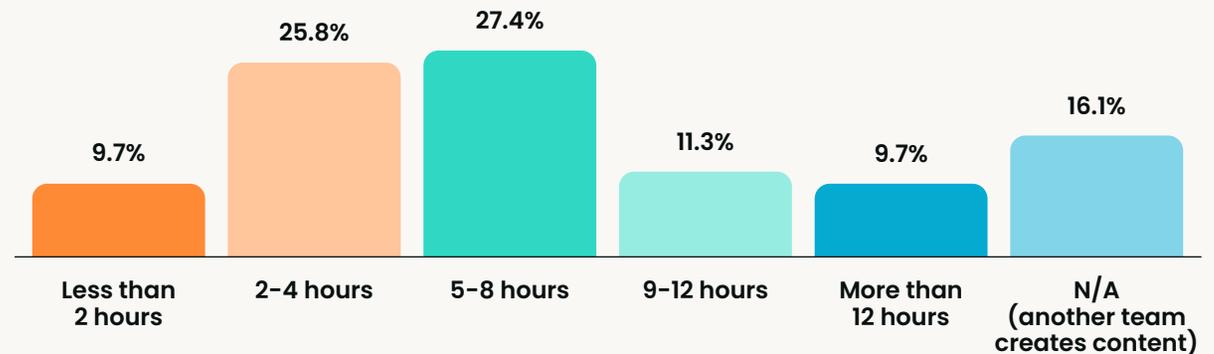
Part 3: Fractured processes and clunky interfaces *cripple ROI*

Enablers spend a significant percentage of their week creating content

48.4% of enablers spend at least **five hours a week** creating content, and **21%** spend at least **nine hours a week** creating content. That might not sound like a lot, but it's a massive **22.5%** of a 40-hour work week.

That means more than a fifth of enablers are spending **468 hours a year** creating enablement content. Almost half are spending 260 hours a year on this task. Multiply this by the hourly rate of enablement and consider how much value this work needs to generate to offer solid return on investment.

How many hours per week do you currently spend creating content?



Part 3: Fractured processes and clunky interfaces *cripple ROI*

The content enablers create often goes unused

Tragically, our data suggest that average adoption rates are low, meaning much of the time enablers invest in creating content could be wasted.

“The biggest challenge has always been: We have all this tech, documentation, and resources—so why is no one using it?”

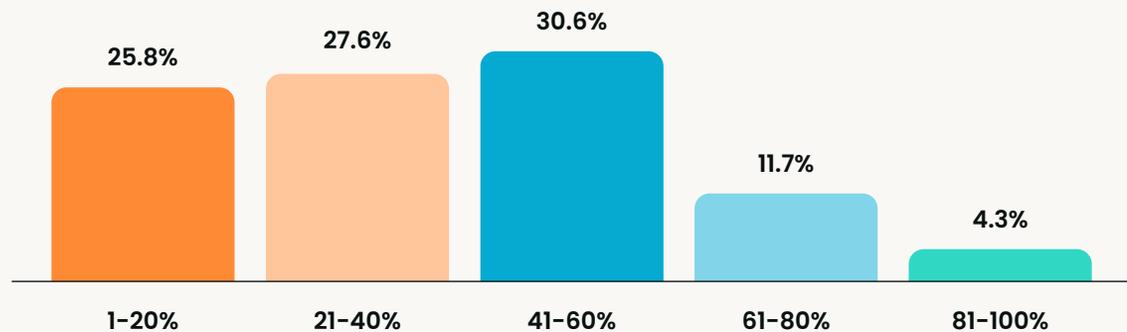


Jessica Jones

VP/GM Data Axle USA/Reseller & Talent
at Data Axle

data axle

On average, what's the adoption rate of any new content you create in the first month after releasing it?



Part 3:

Fractured processes and clunky interfaces *cripple ROI*

Practically speaking, enablement teams need to figure out how to ensure that new content is delivered to reps at the right moments.

Without strong processes in place for this, it's left up to chance that reps search for, find, and use the content they're spending precious hours creating.

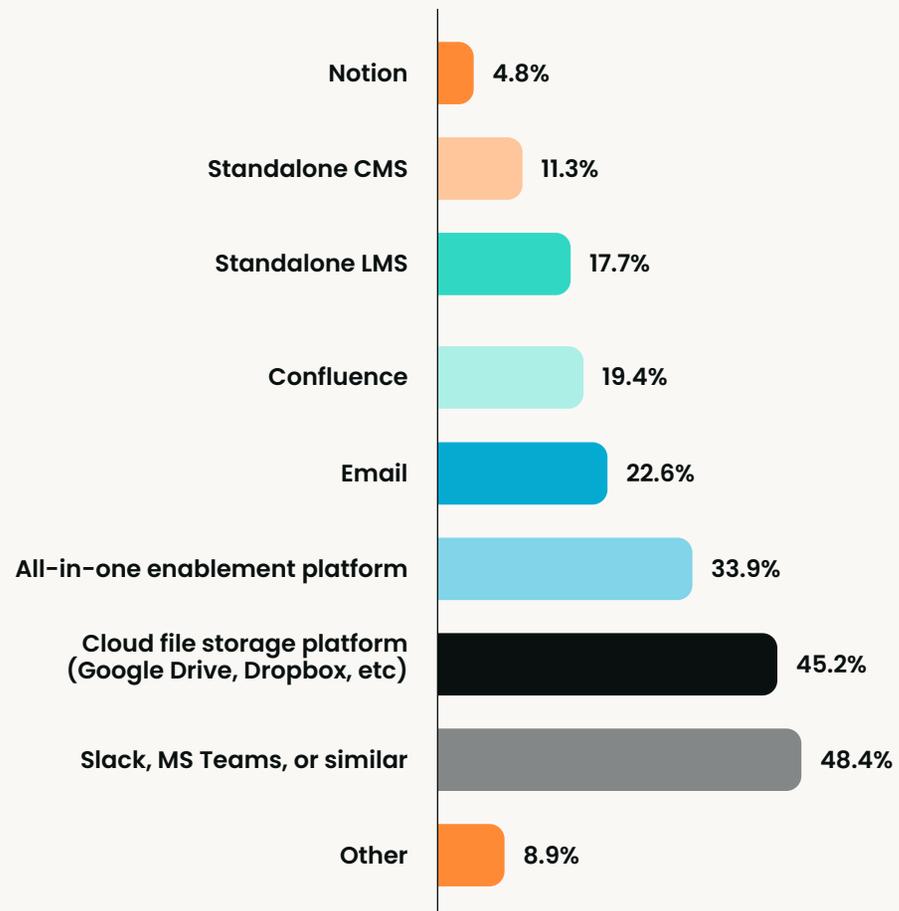
Part 3: Fractured processes and clunky interfaces *cripple ROI*

Sourcing content is a fractured process for reps

Let's examine the reality of these processes in traditional enablement platforms.

When we look at the data on all the places reps go for content, it's clear the process is fractured and inefficient.

Where do reps currently go for content?†



Part 3:

Fractured processes and clunky interfaces *cripple ROI*

The above data suggests that most reps have to search in **at least three places** for enablement content:

1. A messaging app like Slack
2. A cloud storage platform like Google Drive
3. Their enablement platform

Add to this the impact we know “context switching” has on workers and their productivity, and this becomes yet more concerning for enablers looking to generate ROI.

In a time when many tools and platforms are riddled with potential distractions in the form of pressing messages, urgent tasks, and half-finished documents, it’s crucial to use content-delivery methods that respect your reps’ headspace, and deliver only what they need, when they need it.

The fact that many reps must look in three or more locations for content also suggests that most traditional enablement platforms are not successful in acting as a single source of truth for reps.

Either way, searching for content in traditional platforms is inefficient, wasting time that reps could otherwise spend selling.

Jessica Jones recognizes the difficulties of fractured processes:

“The issue often comes down to **lack of integration and a clear process**. When systems don’t work together, sellers waste time figuring out where to go for what. Salespeople don’t want to dig through multiple platforms—they’ll either give up or call their manager, leading to inefficiencies and added costs.”



Jessica Jones

VP/GM Data Axle USA/Reseller & Talent
at Data Axle

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Part 3:

Fractured processes and clunky interfaces *cripple ROI*

Aaron Clark, too, recognizes that this is a core issue:

“The core issue is maintaining a single source of truth for content. Right now, different departments—Product Marketing, Demand Gen, and others—are creating content separately and distributing it through multiple channels.

- Marketing drops files into an internal intranet.
- Product Marketing posts materials in Slack.
- Reps receive content through emails or shared links.

“This creates confusion. Reps get lost and send the same content over and over, or they don’t know where to find the latest version of a document, leading to **duplication, outdated materials, and inefficiencies.**”



Aaron Clark

Revenue Enablement Manager
at Aidoc

A seamless user experience, and strong content searchability, are critical. A fractured process for finding content is a failure at either the process or platform level. Enablers need to fix this problem if they’re to have an impact.

Part 3:

Fractured processes and clunky interfaces cripple ROI

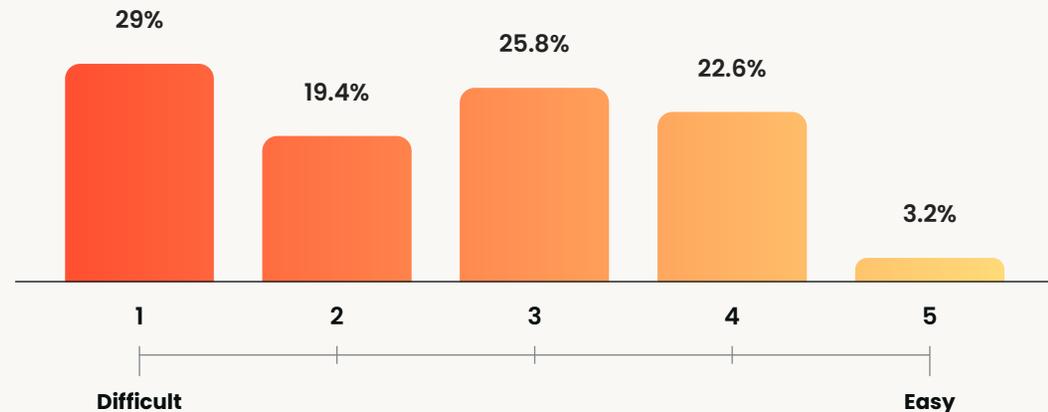
Traditional enablement platforms make it hard to identify content gaps

It's crucial that reps are able to quickly and easily locate relevant content.

Gaps in enablement content are therefore likely to negatively impact deal performance.

Platforms that make it difficult for enablers to identify content gaps actively encourage content decay, and make it harder for enablers to achieve impact.

How easy does your enablement platform make it for you to identify existing content gaps?



Part 3: Fractured processes and clunky interfaces *cripple ROI*

These results, while mixed, strongly suggest that many traditional enablement platforms make it difficult to identify (and therefore fill) existing content gaps.

Almost a third (**29.0%**) scored their platform a lowly **one out of five** for ease in identifying content gaps.

Jessica Jones acknowledges that platforms or internal processes can make updating content unnecessarily difficult:

“If updating content is too complicated, people eventually give up, and the platform becomes outdated and irrelevant.

“There are two common failure points:

1. **Updating Content Becomes Too Time-Consuming** – If maintaining content requires too much effort, people deprioritize it, leading to a slow decline in accuracy and usefulness.
2. **Admins Struggle to Find What Needs Updating** – In some systems, even finding content that needs revision is a challenge, which means updates don’t happen regularly.”



Jessica Jones

VP/GM Data Axle USA/Reseller & Talent
at Data Axle

data axle

Given how essential it is to keep content up-to-date, any flaw (in your processes, or in your platform) that makes content management slower or more difficult, is impacting your ability to make a provable impact. Not knowing what content needs updating is one such flaw.

Part 3: Fractured processes and clunky interfaces *cripple ROI*

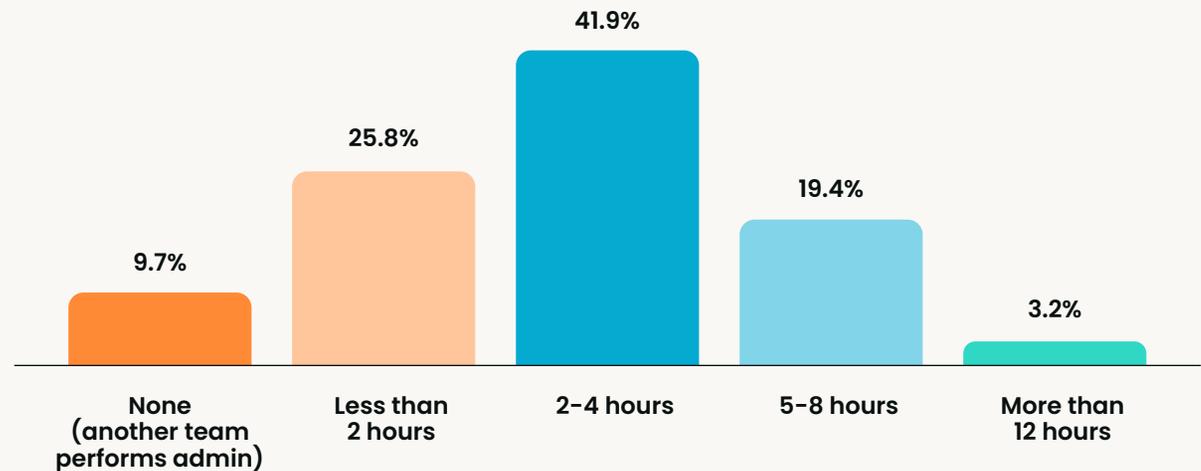
Clunky admin interfaces rob enablers of precious time

Even when you do invest in bells and whistles for your platform, if you're spending too much time on administrative tasks, you won't have time to implement those features made you buy.

The data suggests that this is, indeed, a problem. More than one fifth of enablers spend more than five hours a week (that's a minimum of an entire hour out of every working day) performing admin in their platforms.

Since many enablers lose time due to their platform's inefficient administrative processes, streamlining these workflows could lead to substantial time and cost savings.

How many hours per week do you currently spend on admin tasks in your enablement platform?



Part 3: Fractured processes and clunky interfaces *cripple ROI*

The importance of good UX, and of knowing your limits

If your platform is difficult to use, our data suggest there's more at stake than out-of-date content and low adoption. UX issues dissuade enablers from implementing features. In turn, sellers never get access to the features you've paid for.

Anna Vuong calls attention to just how important it is to choose a platform that prioritizes ease-of-use for all types of users:

"More isn't always better. Flashy new features in tools are great, but oftentimes sellers don't make time to learn things they don't use on a regular basis. Reps don't want 50 new functionalities—they want the right three to five that directly impact their sales process."



Anna Vuong

Global Revenue Enablement Strategy and Operations,
Chief of Staff at Juniper Networks



Remember, one of the top three reasons why enablers choose to switch platforms is due to poor UX. Not all users will be technically proficient, so choosing a platform that provides an easy, streamlined experience is important.

It pays to know your limitations. Don't be guided by fear of missing out on fancy new features when shopping for a new enablement platform.

Having the latest, greatest feature "just in case" might seem like the safer move, but you and your team only have time for so much. Your reps will refuse to use all but the most useful features.

Paying a premium for things you don't have time to roll out, or that reps are likely to ignore, is not the way to go if you're trying to maximize your enablement impact.

Part 3:

Fractured processes and clunky interfaces *cripple ROI*

Conclusions from Part 3:

- ✔ **One-fifth** of enablers spend **more than 22%** of their work week creating content. Low content adoption rates put the impact of such work at risk.
- ✔ On average, reps who don't have access to an enablement platform go to **three or more locations** to look for content, wasting time that could be spent selling.
- ✔ Traditional enablement platforms make it difficult to identify and fill content gaps, meaning reps often don't have the content they need—when they need it—to close deals effectively.
- ✔ More than a fifth of enablers spend **five hours a week** or more performing administrative tasks in their platforms. This wastes precious time and burns through resources.

Conclusion

✔ Content needs to be easy to curate and easier to find.

Most of the content enablers create doesn't get used, while almost half of enablers say a minimum of **41%** of their content currently needs refreshing. We also know that platforms that reps don't adopt, or that make content management difficult, frustrate enablers enough to force them to seek new solutions.

✔ More features does not mean greater platform ROI.

Many platform features go unused. Reps don't find exciting, flashy new features useful. Plus, no matter how exciting the feature, if the platform makes implementing it difficult, the chances it goes unused are high.

✔ Traditional platforms are coming up short.

Enablers spend significant portions of their week creating content that'll never get used, leading to wasted time. We also know that traditional platforms seem to fail in what enablers say are the two most crucial areas: making content easily searchable and accessible, and making that content easy to keep up-to-date.

The processes you implement, and the platforms that facilitate them, are intertwined. If the platform you're using is not a good fit:

- Your processes won't be effective.
- Reps won't have the content they need, either because it's not up-to-date, or because they can't find it.
- Reps won't use the features you've paid for, either because they don't help win deals, or because you never get time to properly implement them.

If you want to make a real impact and prove ROI, you need more than a platform with strong reporting capabilities. Your enablement tool must address the daily inefficiencies your reps face. After all, even the most feature-rich platform is useless if your reps don't adopt it.

Conclusion

Reps want a just-in-time platform that:

- Is integrated into their workflow
- Meets them where they are
- Has a strong UX
- Makes it quick and easy for them to find content
- Isn't bloated with features that they'll never use
- Syncs content from multiple sources, so no matter where content is created or shared, it'll stay up to date at all times

Conclusion

The path forward

If the data in this report proves anything, it's that effective enablement is all about reducing friction to increase efficiency.

✓ Reps want enablement to feel invisible.

They need tools that meet them where they are, surface what they need in their flow of work, and don't distract them from the task at hand.

✓ Enablement leaders need control without complexity.

This means a platform that can act as a centralized content repository that's easy to update and intuitive to govern. One that offers just enough customization to be flexible, without too much time-consuming setup or maintenance.

✓ Executives need to see results.

This means adoption, impact, and ROI that's reflected both in the sales pipeline, and in deal velocity.

The good news? The path forward is clear:

- Prioritize tools that integrate directly into reps' workflows.
- Make content easy to find—and easier to trust.
- Cut feature bloat in favor of ease-of-use.
- Choose platforms that make impact measurable, not just plausible.

The future belongs to teams that simplify, focus, and invest in tools that reps actually use.

What comes next? Enablement leaders must guide leaders to the solutions that don't just promise performance, but actually drive it.

About the *sponsor*

Spekit is an AI-powered enablement platform designed for the modern Change Economy, providing the technological engine for revenue teams to adapt, adopt, and execute with speed and precision.

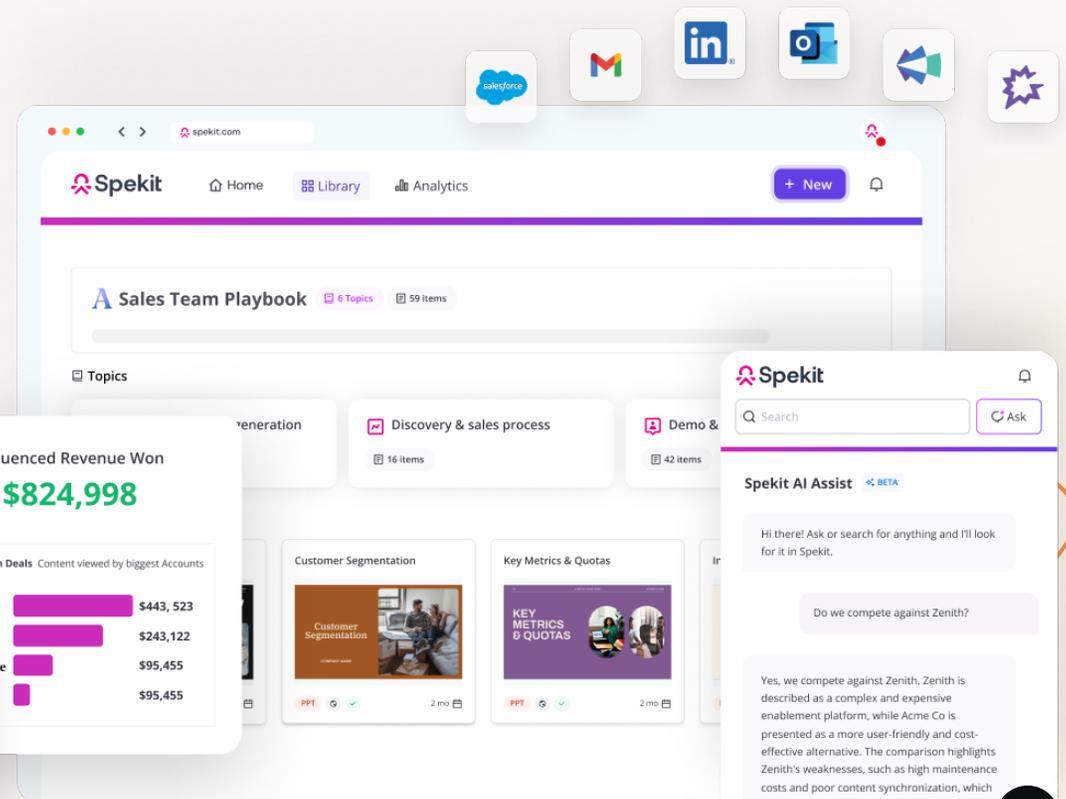
In today's environment, where products, competitive landscapes, tools, and market dynamics shift constantly, Spekit delivers the agility teams need to drive revenue and maximize market opportunity.

At its core, Spekit seamlessly centralizes content from your tech stack, allowing you to create dynamic playlists for key initiatives like onboarding, product launches, and sales plays.

Unlike traditional content management and training, Spekit's proprietary context-aware intelligence layer delivers just-in-time, relevant content and guidance within the flow of work™. The platform understands the context of a rep's task, recent call, or email, in any tool like Gong, Salesforce, or Slack, and proactively anticipates their needs to recommend personalized, deal-accelerating content and coaching, exactly when and where it's needed.

Learn how leading revenue teams combat these challenges with *just-in-time enablement*

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Meet the *team*



Alex Walton
Copywriter

Alex is the tech-addicted copywriter and content lead for Sales Enablement Collective. He's obsessed with producing content to maximize your revenue generation skills.

[LinkedIn](#)



Richard King
Founder of Sales Enablement Collective

Rich is the Founder of Sales Enablement Collective. He's responsible for what happens next with the community, so if you'd like to have your say, don't hesitate to get in touch - Rich is always open to invaluable feedback and ideas.

[LinkedIn](#)



Lei Fuentes
Junior Designer

Lei is our talented Junior Designer who specializes in fulfilling all our design needs. She's in charge of creating the layout and incorporating visual elements in this report and is always eager to hear your thoughts on her designs!

[LinkedIn](#)



Thank you for
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