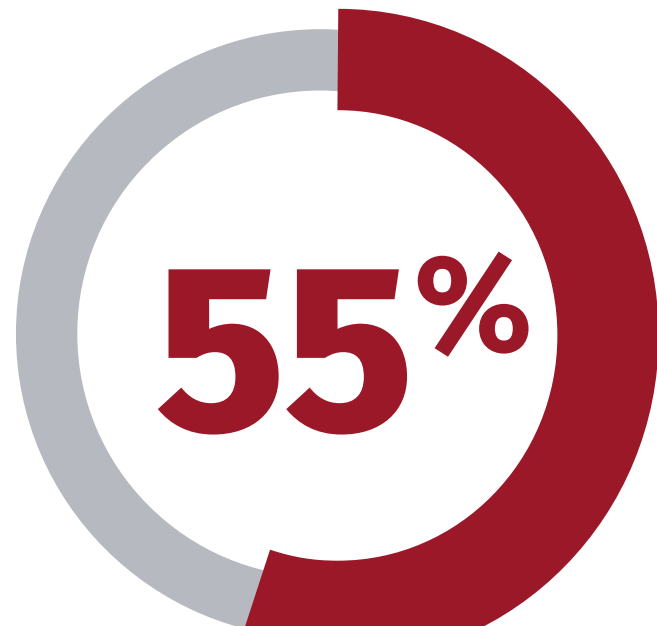


How Sales Enablement Generates Revenue

New research: Companies that have a clear understanding of sales enablement goals, tasks, and roles win and grow more

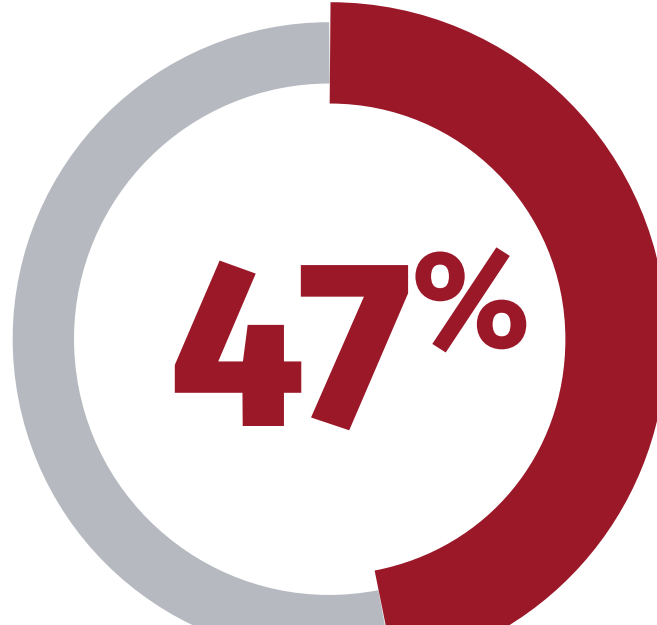
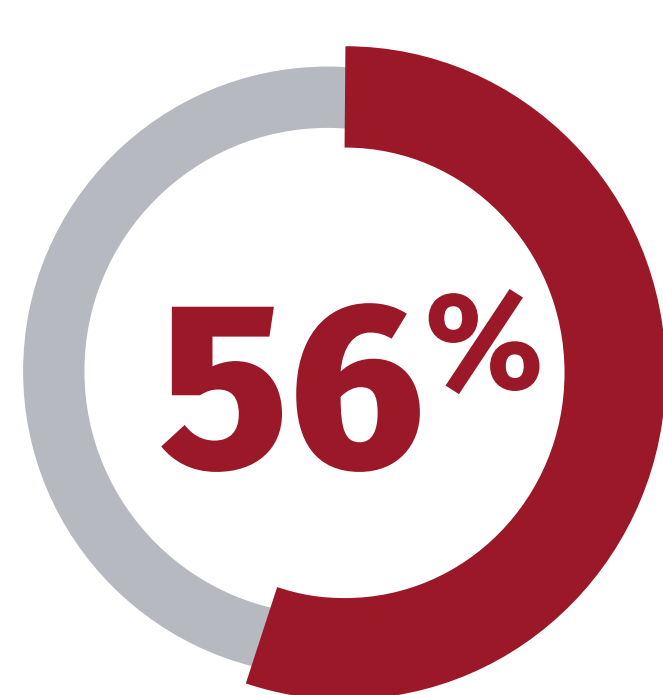


The Challenge: Sales Training



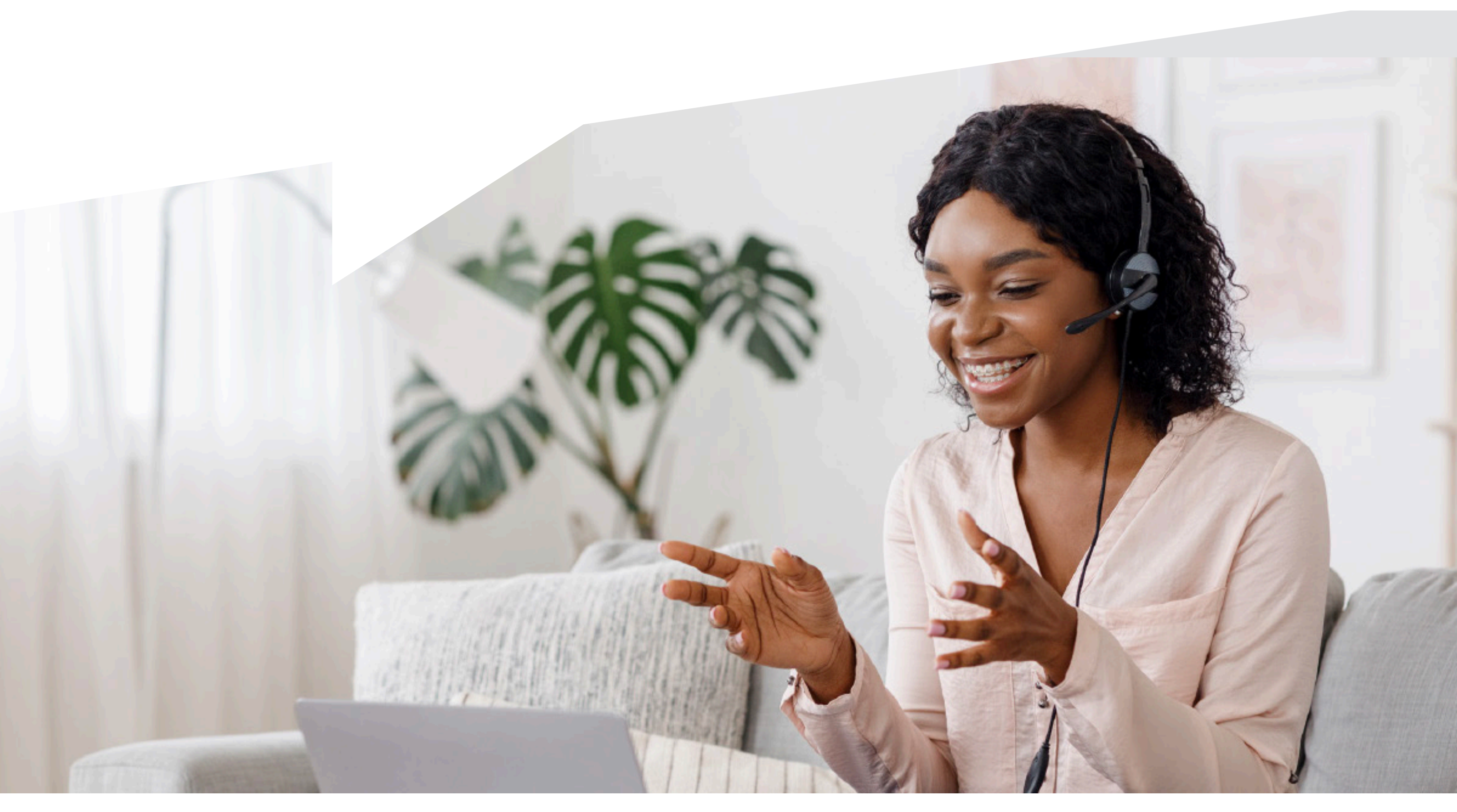
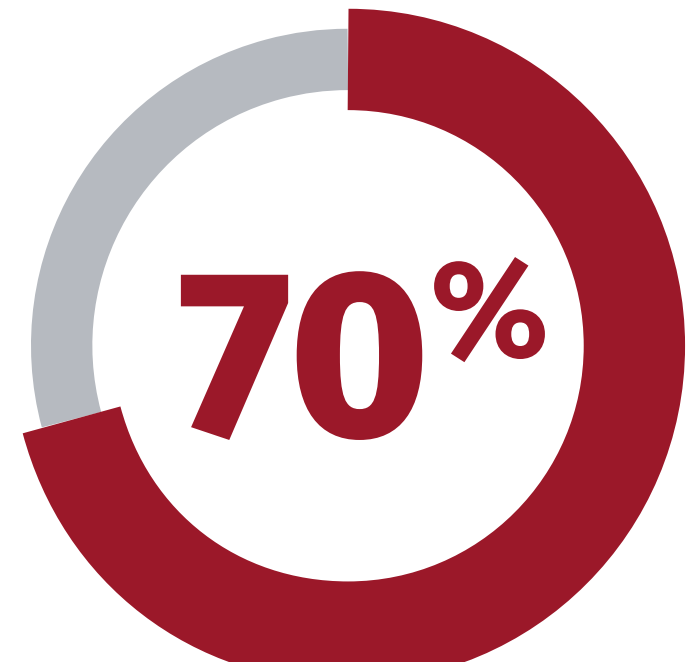
Only 55% of **companies say their reps are consistently effective** at understanding and representing new products.

56% of **sales reps have quit a job because they weren't given proper training and sales materials** to succeed.



47% of companies say **inadequate seller training is a key factor** in missing revenue goals.

Nearly 70% of companies say their **sales reps frequently stray "off message"** when they sell.

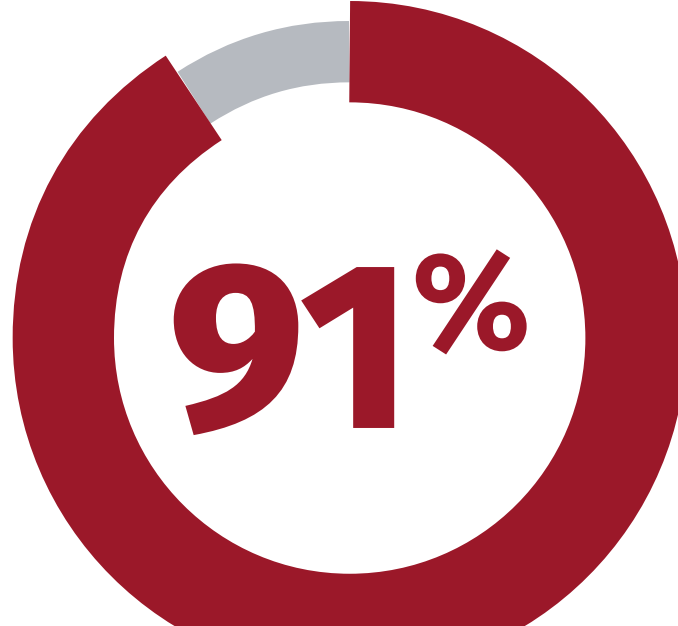
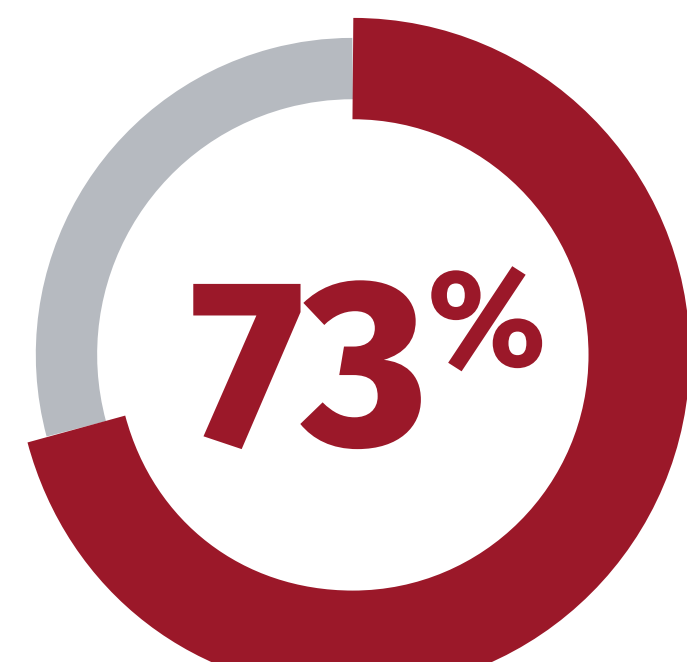


The Solution: Sales Enablement



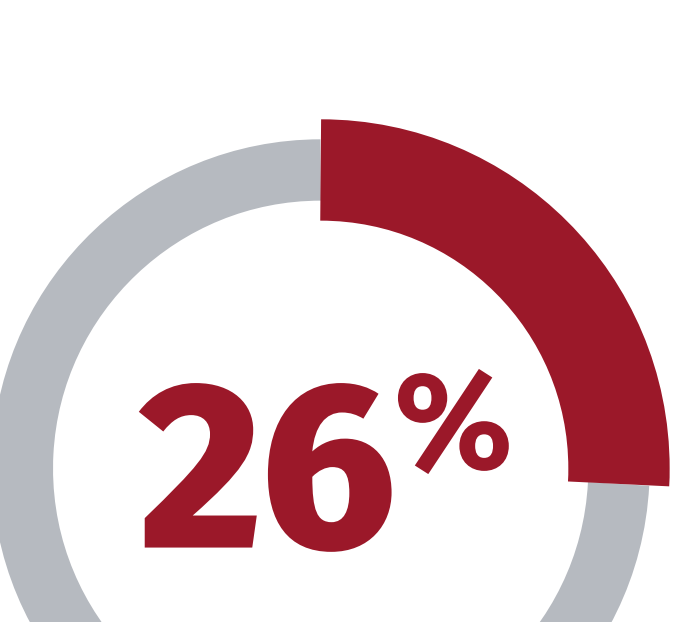
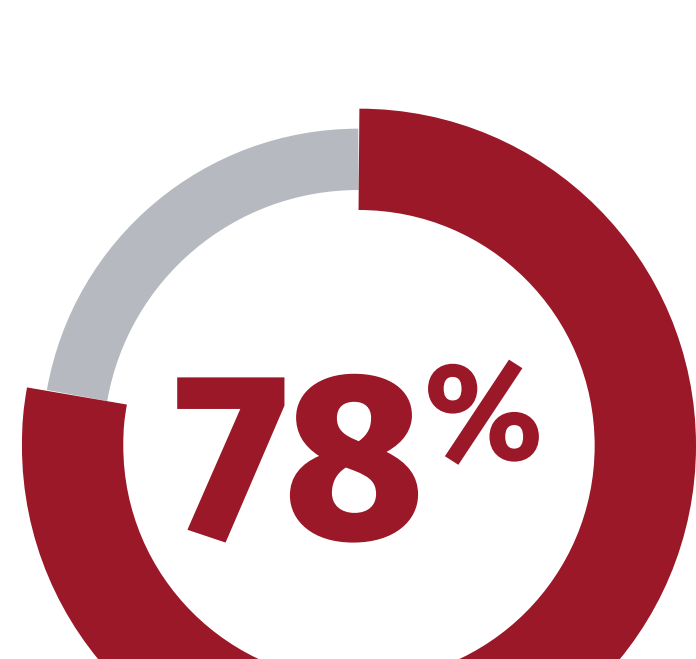
Companies that have a formal sales enablement program are 10x more likely to consistently hit their revenue goals.

Reps at organizations that use sales enablement platforms are 73% more effective at understanding and presenting new products and features.



91% of companies say **having a formal sales enablement approach would help them achieve revenue goals.**

78% of companies say they **use AI to improve sales enablement outcomes.**



Reps at companies that **have a formal sales enablement platform** are 26% more likely to say they are very confident in their sales ability.



Reps that have access to a sales enablement platform are almost 6x more likely to say it's **easy for them to get the sales materials they need to effectively sell.**

LEARN MORE

Download the [Who Owns Sales Enablement?](#) research report to get the latest insights into this emerging function and the challenges companies face without it.



More than 650,000 professionals use Allego for AI-driven training, coaching, and content that engages and converts buyers. Learn more about sales enablement that wins sellers and buyers at allego.com.

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