Sales enablement functions are consistently aligned with the sales organization

Sales enablement objectives are misaligned with the function's responsibilities

Sales enablement budgets are largely spent on staff and benefits — and are expected to grow

Sales enablement audiences could be shifting

New hires are more productive, faster, when they have a longer onboarding period

Want to see how your sales enablement function compares to your peers?

Gartner for Sales 2022 Sales Enablement Benchmark Report

At sales enablement becomes a key partner in driving growth, the importance of sales enablement to revenue generation continues to rise. In this year's 2022 Global Sales Enablement Benchmark Survey, we asked sales leaders to look ahead and share their expectations:

- Half of sales and marketing leaders reported a massive shift in their use of enablement services in 2021, with the shift continuing in 2022.
- Key objectives for enablement leaders are expanding in scope, with a focus on development and acquisition.
- Sales enablement budgets are expected to grow through 2023.

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Gartner Client?

Take the Sales Enablement Budget & Efficiency Benchmark

Learn about becoming one

Now sales hires are more productive, faster, when they have a longer onboarding period

New hire onboarding

<table>
<thead>
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<th>Duration</th>
<th>Field Sales Professionals</th>
<th>Inside Sales Professionals</th>
<th>Key/Strategic Account Sales Professionals</th>
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<td>11%</td>
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<td>7-10 weeks</td>
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