

Gartner for Sales

2022 Sales Enablement Benchmark Report

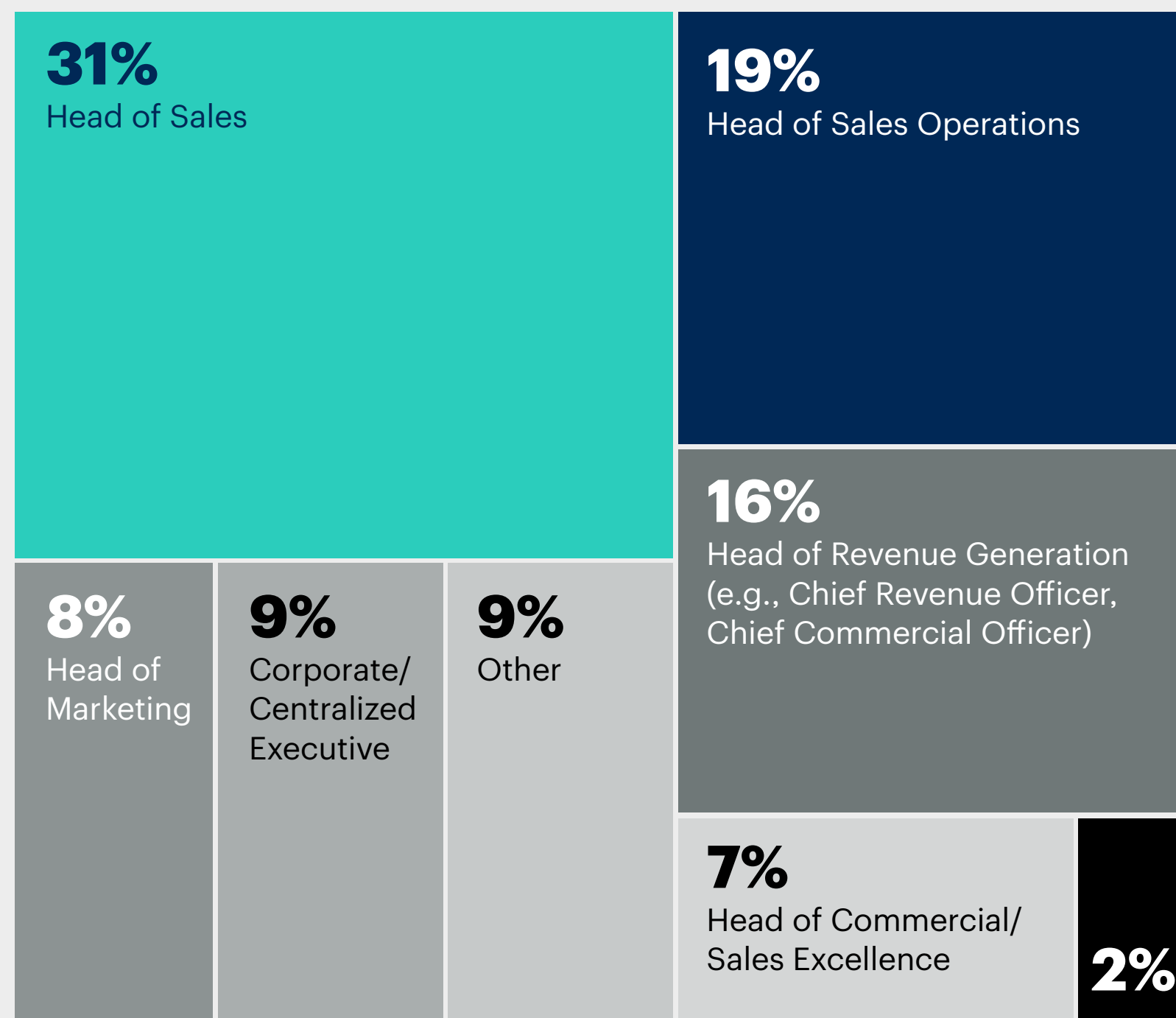
As sales enablement becomes a key partner in driving growth, the most successful teams are optimizing the ways they work with other customer-facing functions to achieve revenue targets. Learn about the practices captured in the 2021 and 2022 Gartner Sales Enablement surveys to see how your organization stacks up.



Sales enablement functions are consistently aligned with the sales organization

Sales Enablement's Leadership Reporting

At **31%**, the largest share of sales enablement leaders report to the head of sales, in keeping with their key responsibilities of sales training and sales content.

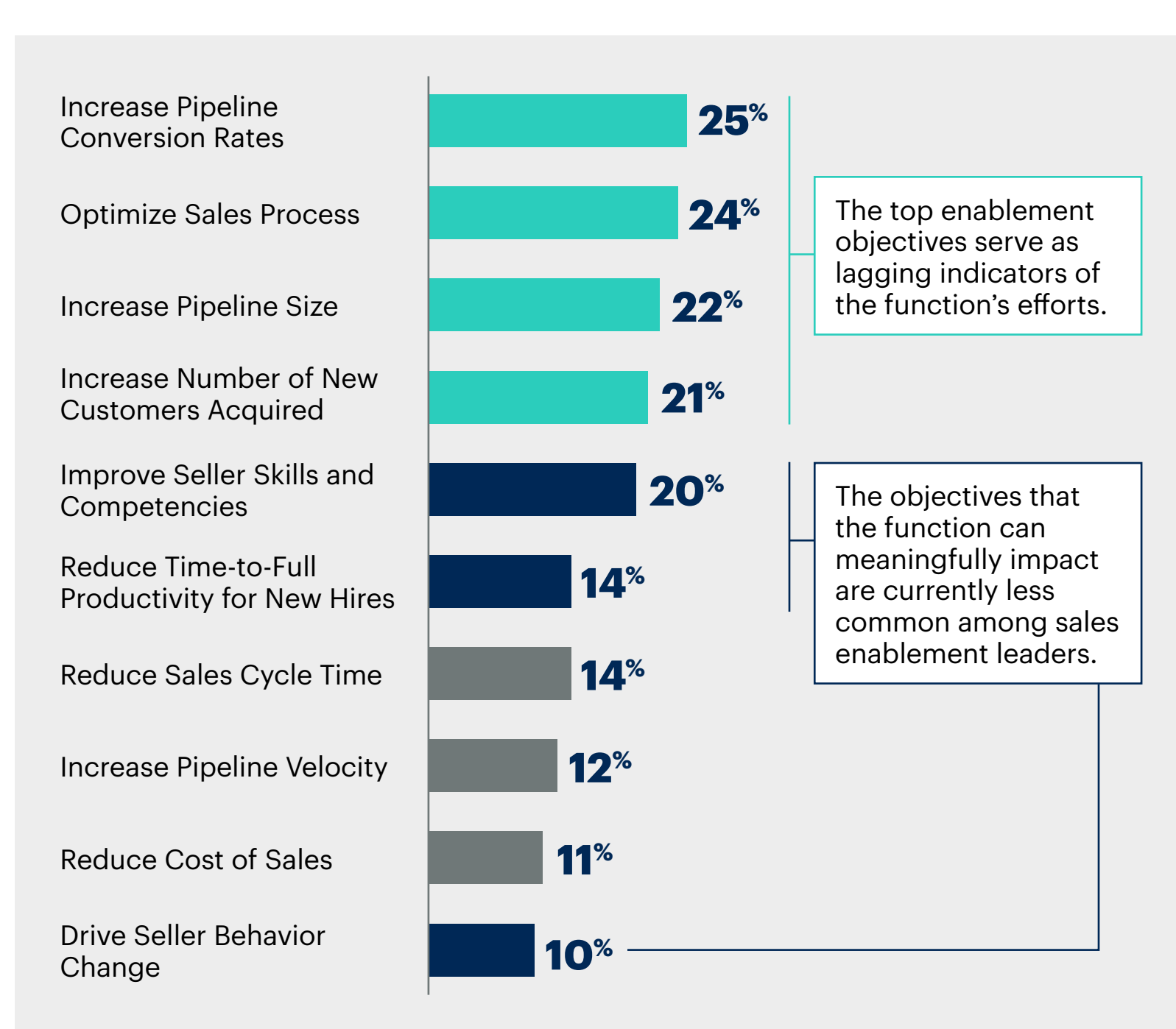


n = 172 sales enablement leaders
Q. To whom does the head of sales enablement report in your organization?
Source: Gartner Sales Enablement Survey 2021, 2022
Note: Values may not total 100 due to rounding.

Sales enablement objectives are misaligned with the function's responsibilities

2021 Sales Enablement's Top Objectives

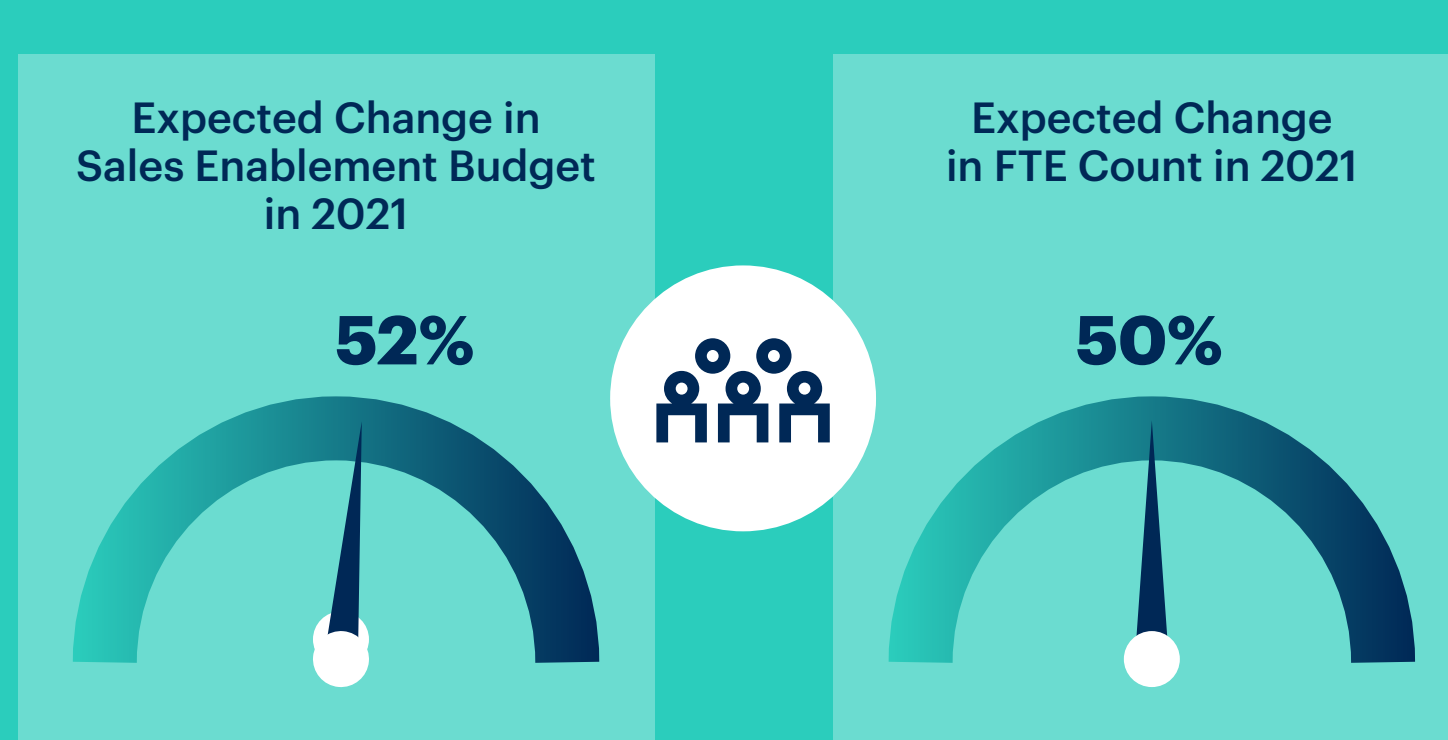
The top 4 metrics sales enablement leaders use to measure their function's impact relate to pipeline conversion and size, sales process and customer acquisition. That's a mismatch. Instead, leaders should focus on changes to seller behaviors as a measure of impact.



n = 146 sales enablement leaders
Q. From the list below, please select the three most important objectives for your sales enablement function in fiscal 2021.
Source: 2021 Gartner Sales Enablement Survey

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

Staff compensation and benefits is the largest category of the sales enablement budget, a fact expected to hold steady, as around **50%** of sales enablement leaders expect their budgets and staffing levels to increase in the next year.

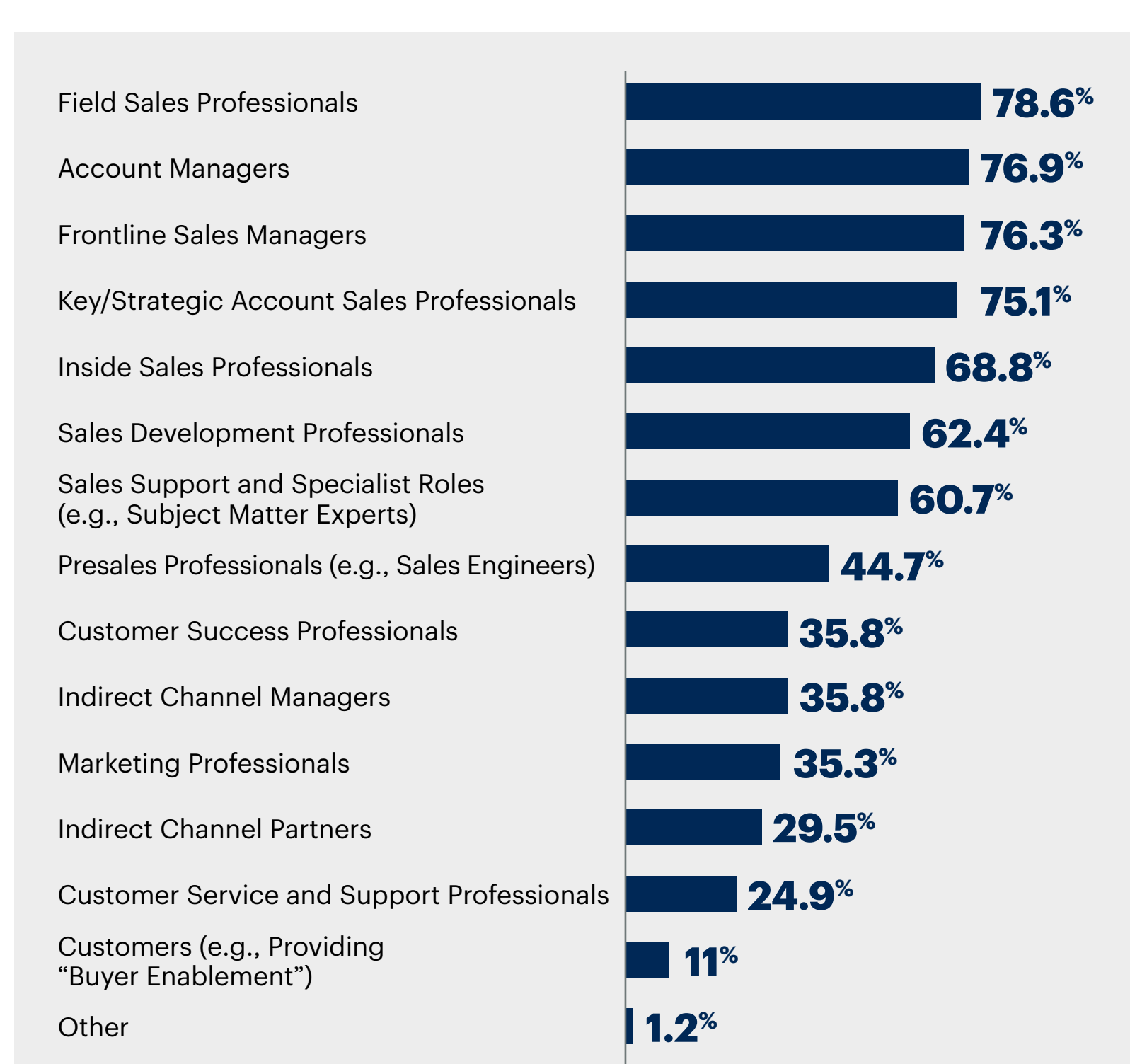


n = 146 sales enablement leaders
Q. How do you expect the number of full-time sales enablement employees in your organization to change in the next 12 months?
Source: 2021 Gartner Sales Enablement Survey

Sales enablement audiences could be shifting

User Communities/Roles Sales Enablement Supports

35% of sales enablement functions serve marketing functions today, but that may change. Nearly **two-thirds** of CSOs believe that in the next three years, sales enablement will support marketing roles, and **nearly half** believe they'll support customer success roles.

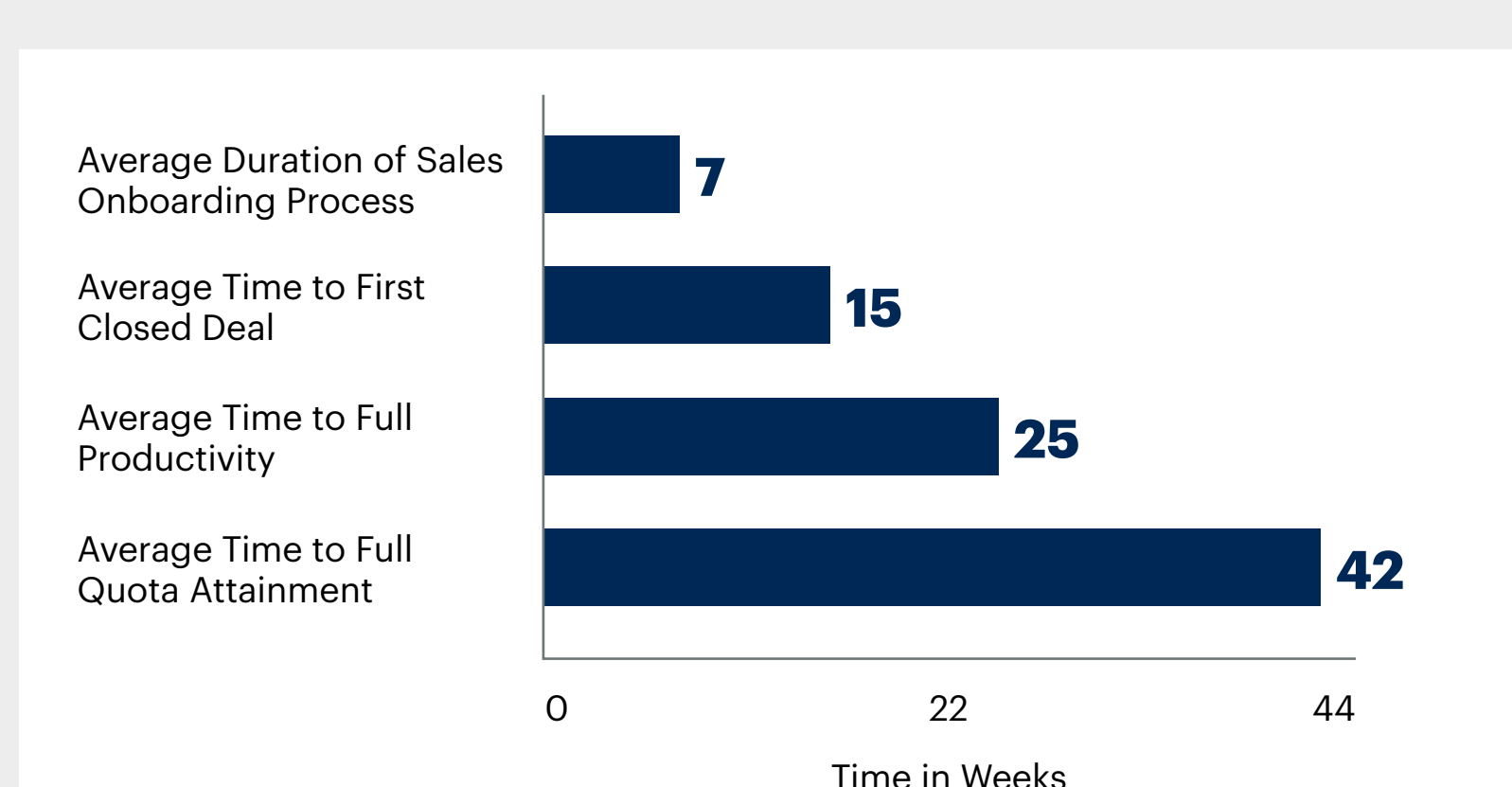


n = 172 sales enablement leaders
Q. What user communities/roles does your sales enablement function support?
Source: Gartner Sales Enablement Survey 2021, 2022

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

New Hires Milestones

Organizations can reduce the average **25 weeks** it takes new sales hires to reach full productivity by spending **6 weeks** onboarding them to bridge skills gaps.



n = 130-146 sales enablement leaders
Q. How many weeks does it usually take for new sales hires to hit the following milestones?
Source: Gartner Sales Enablement Survey 2021, 2022

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

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