

# Why Sales Teams Struggle and How to Do Enablement Better

Six

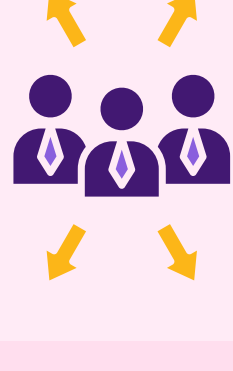
critical shifts to transform enablement from support function to strategic advantage.



## Why Traditional Enablement Falls Short

### Buying Committees Are Expanding

The average B2B buying group now includes 10–11 stakeholders, up from five just a few years ago.

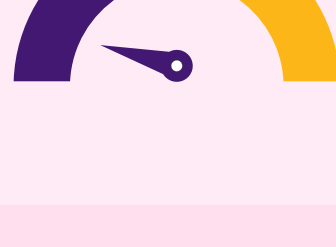


### Sales Rep Tenure and Ramp Time

The average sales rep tenure is under 18 months, and it takes approximately 15 months for a new sales rep to become a top performer.

### Inconsistent Rep Performance

72% of CROs identify inconsistent rep performance as a top concern.

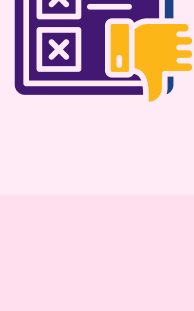


### Enablement Reporting Structures

Only 35% of sales enablement functions report directly to revenue leadership.

### Enablement Effectiveness


67% of sellers feel their training fails to adequately prepare them for buyer conversations.



## Six Core Shifts That Define Sales Transformation

	Old Paradigm	Strategic Shift	Why It Matters	How to Make It Happen
1	Support function	Strategic growth engine	Enablement must mitigate revenue risks, not just respond to requests from reps.	Build direct ties to CRO; co-create and co-own KPIs and quarterly risk dashboards with RevOps.
2	Content library	Capability-building systems	Skill development is twice as likely to drive performance as content delivery alone.	Deploy competency models by role; align content to skill gaps and behaviors.
3	Internal process focus	Buyer-centric alignment	74% of buyers pick the vendor that frames the problem best.	Map the buyer journey; align messaging, playbooks, and KPIs to each buying stage.
4	Generic insights	Targeted action plans	Coaching precision and accurate quotas stem from psychometric + data insights.	Use sales math + psych diagnostics to inform enablement strategy and coaching plans.
5	Event-based training	Continuous performance systems	Ongoing reinforcement increases performance by 27%.	Shift to spaced learning; integrate enablement with CRM nudges, role plays, and call reviews.
6	Tool overload	Tech stack optimization	Reps use only 62% of their tools, leading to wasted spend and friction.	Conduct a stack audit, consolidate platforms, and drive adoption with role-specific workflows.

## CRO Risk Areas & Enablement Solutions

CRO Concern	Enablement Response
 Missed revenue targets	Conversion insights, forecasting, quota-setting diagnostics
 Low rep productivity	Role-specific playbooks, behavior-driven interventions
 GTM misalignment	Process and territory design based on buyer journey
 CEO/board pressure	Executive dashboards, defensible KPIs
 Underperforming customer success	Coaching and land-and-expand strategies

## What Makes Sales Transformation and Enablement (ST&E) at ELB Learning Different



## Is Your Enablement Strategy Driving the Outcomes You Need?

ELB Learning's Sales Transformation & Enablement team helps B2B organizations accelerate revenue by turning their GTM strategies into frontline executions.

Assess your current process and explore opportunities to unlock performance.

