The future of revenue enablement benchmark research

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Read the report

Throughout May 2022, **Mediafly partnered with RevOps Squared** to survey over 300 B2B companies, working to uncover how they use sales and revenue enablement tools, technologies, and processes to meet their revenue targets, improve onboarding practices, increase organizational efficiency, and more.

The survey measured **revenue enablement insights and benchmarks across multiple categories**, including organization structure, responsibilities, technology, and ROI measurements — as well as which companies were actually using sales and revenue enablement in the first place.

One unique aspect of the research methodology is that we segmented all benchmarks by company attributes, including company size, average contract value, industry segment, distribution model, target customer market(s), and primary funding source. As a result, we were able to provide more granular and relevant **insights into how a company's sales enablement organization measures up to similar companies in their cohort.**

At Mediafly, we know the need for enablement reaches far beyond just the sales organization. Everyone involved in revenue generation — from marketing to presales to sales to customer success — plays a key role in the process...

Carson Conant

CEO & Founder

mediafly®

…As such, they need to align around the same processes, technology, content, and tools to predictably and consistently meet those goals.

One of the reasons I'm so passionate about this development is because I've seen the evolving demands of the modern B2B buyer first hand. They have high expectations for quality experiences, seamless cross-channel integration, and value-led selling. **Revenue teams that respond to these changes with full-cycle alignment and enablement will achieve great success in a highly competitive landscape.**

I truly believe that full-cycle revenue enablement is the key to building winning businesses in 2022 and beyond. This research will give you a glimpse into the data that supports that claim — and **invaluable insight into how your organization can stay ahead of the curve.**

Now is the time to empower your entire revenue team. I look forward to being on this journey with you.

Carson Conant

CEO & Founder

mediafly

The future of revenue enablement benchmark research

Revenue enablement research summary

Sales enablement presence in majority of companies

58% of companies surveyed have deployed a sales enablement function, with those in the $5M - $20M revenue range representing the highest level of adoption (73%). Conversely, companies with less than $5M in revenue are the least likely to have a sales enablement presence. Not every organization uses the term "sales enablement" to describe this function.

Sales enablement reporting structures are wide-ranging

49% of sales enablement organizations report to the top sales executive, 27% to revenue or sales operations, and 13% to the marketing team.

Sales enablement responsibilities reach beyond sales reps

21% of companies report enablement responsibilities for customer success and presales consulting, while 10% include marketing.

Sales training responsibility is fragmented

Where no sales enablement function exists, **sales training falls to the sales team 33% of the time,** human resources 15% of the time, revenue operations 13% of the time, and sales operations 13% of the time.

Sales enablement ROI metrics are inconsistent

To determine sales enablement ROI, **only 25% of companies surveyed measured sales cycle length,** 23% measured quota achievement, 20% measured win rate, and 17% measured new hire ramp time.

Sales resource productivity ramp metrics are immature

41% of companies measure productivity ramp by time to first quarter at quota, 34% use a historic figure regardless of current reality, and 29% do not have a measurement for sales productivity ramp time.

Revenue enablement research summary

Value-based selling is prevalent

65% of respondents report using some level of value-based selling (VBS). The top tools used to facilitate VBS include a standard VBS methodology in 36% of companies, ROI calculations in 33%, and Business Value assessments in 28% of companies.

Low quota achievement rates are cause for concern

Quota attainment hovers consistently at 50% of salespeople across multiple benchmarking reports. **Sales enablement plays a significant role in increasing quota achievement rates** with guided selling and coaching feedback used to optimize stage by stage conversion rates. Yet, guided selling is only leveraged in 27% of companies and stage by stage conversion rates are only used as sales enablement requirement signals in 14% of companies.

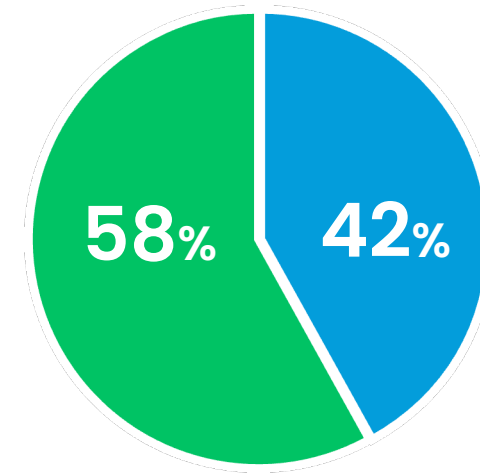# Sales enablement organization presence

Sales enablement presence

Most organizations have a sales enablement presence but not always a **formalized department or team.**

Most companies (58%) reported a sales enablement function within their organization, but only 27% referred to it by that name. 41% reported having the function by a different name.

Across respondents, sales enablement was most prevalent among companies scaling in the **$5M-$20M revenue range.**

Sales enablement presence

58% Yes
42% No

N (Survey sample) = 339

Sales enablement presence

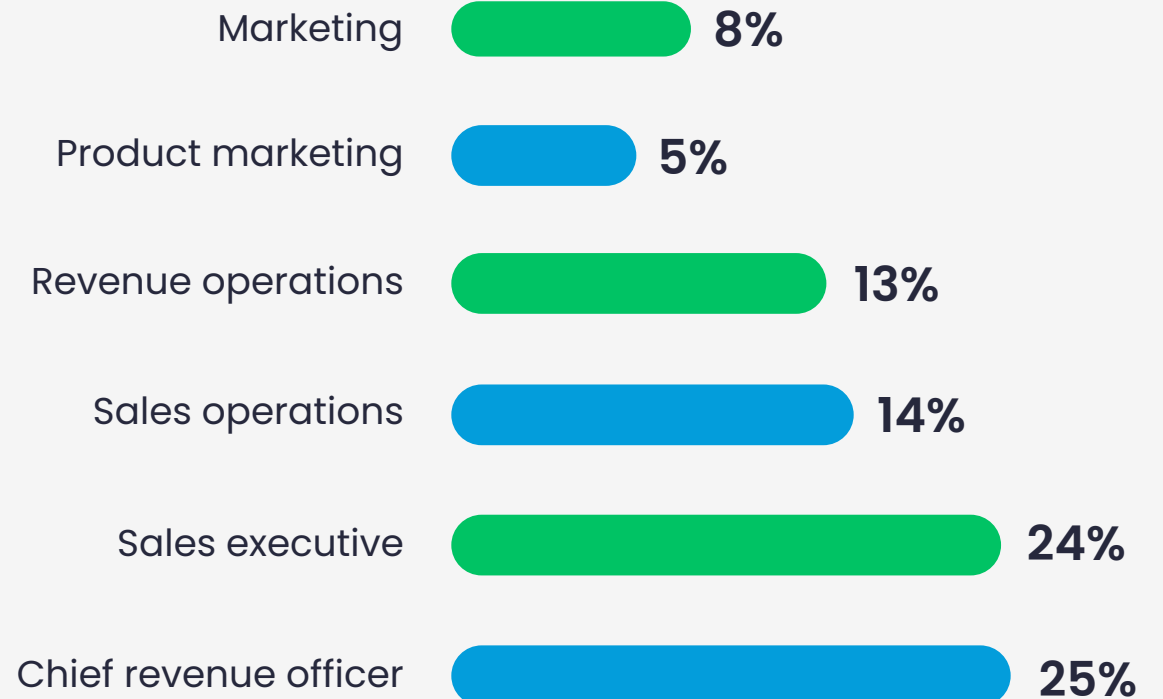|	<$1m	$1m – $5m	$5m – $20m	$20m – $50m	$100m – $250m	$250m – $1b	>$1b
Yes	41%	48%	73%	56%	50%	72%	57%
No	59%	52%	27%	44%	50%	28%	43%
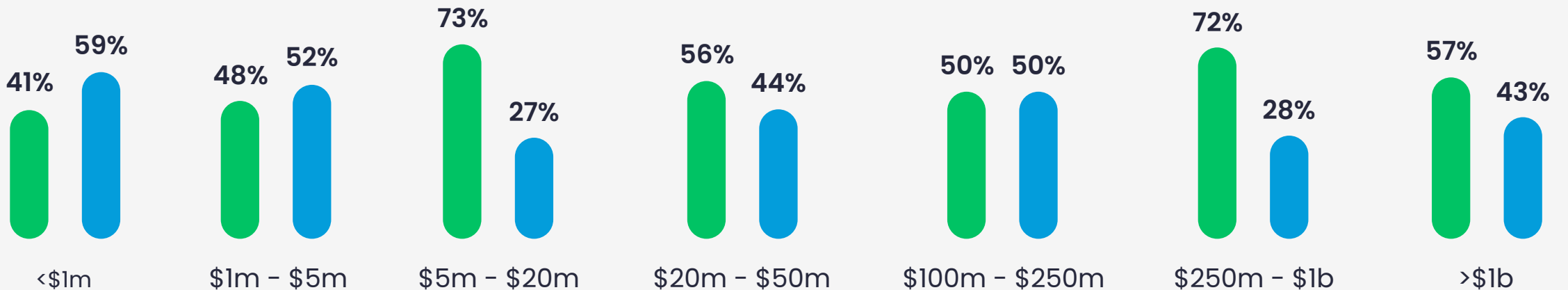
Sales enablement reporting structure

About half (49%) of the companies surveyed situate sales enablement firmly in the sales organization, with 25% reporting to a chief revenue officer (CRO) and 24% to the sales executive.

29% report to an operations function, while only 13% report to the marketing team.

Sales enablement reporting structure (total population)

Category	Percentage
Marketing	8%
Product marketing	5%
Revenue operations	13%
Sales operations	14%
Sales executive	24%
Chief revenue officer	25%

N (Survey sample) = 339

Sales training in the absence of sales enablement

Where no sales enablement function is present, **the sales team is the most common function responsible for sales training,** followed by human resources and marketing.

This fragmentation highlights an opportunity for **greater focus on and prioritization of sales training.**

Function responsible for sales training – no sales enablement

Function	Percentage
Human Resources	15%
Marketing	6%
Product Marketing	6%
Sales Training	10%
Revenue Operations	13%
Sales Operations	11%
Sales	33%

N (Survey sample) = 339
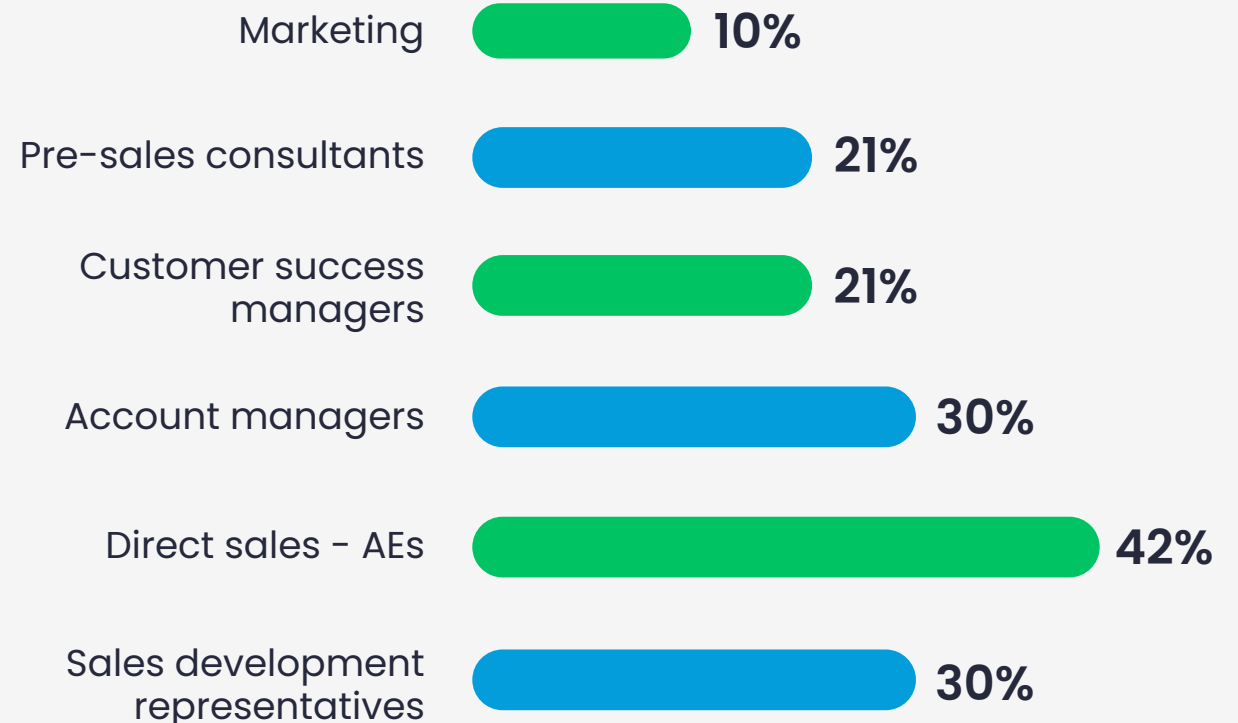
Sales enablement responsibilities

Sales enablement training responsibilities

42% of companies expect their sales enablement function to train account executives (AEs), while 30% expect training for sales development representatives (SDRs).

At present day, sales enablement is widely considered a sales resource. However, it is encouraging that the sales enablement functions at **21% and 10% of companies own some responsibility for training** customer success managers and marketers, respectively.

We predict these numbers will continue to increase as sales enablement further evolves into revenue enablement.

Sales enablement – training responsibilities (by role)

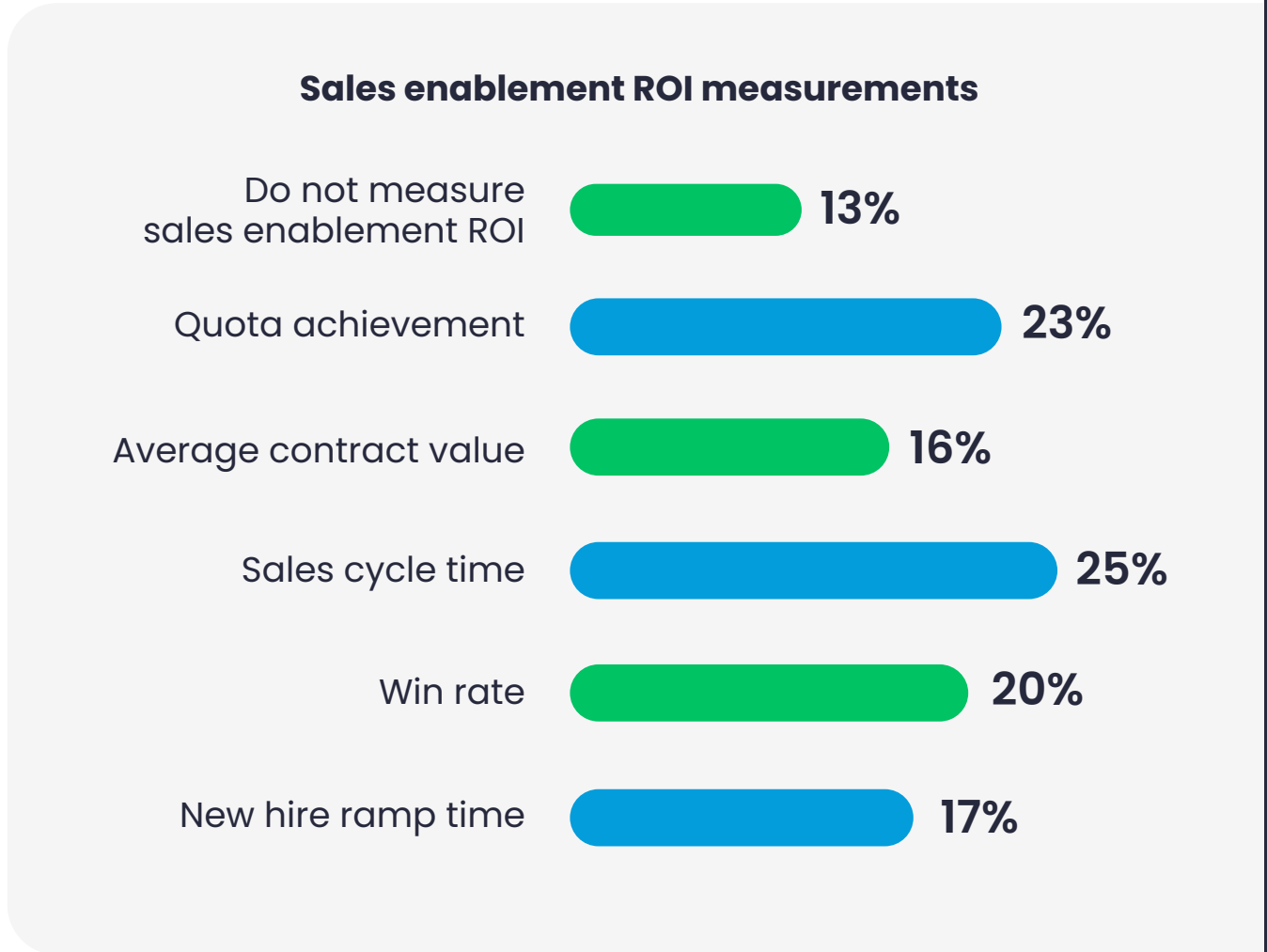| Role	Percentage
Marketing	10%
Pre-sales consultants	21%
Customer success managers	21%
Account managers	30%
Direct sales - AEs	42%
Sales development representatives	30%

N (Survey sample) = 339

Sales enablement ROI measurements

Sales enablement ROI measurements

In order of importance, companies measure sales enablement success by sales cycle time, quota achievement, and win rate. Interestingly, **only 17% measure ramp time.**

This indicates that most organizations justify the existence of **sales enablement in terms of revenue impact, not sales efficiency gains.**

Sales enablement ROI measurements

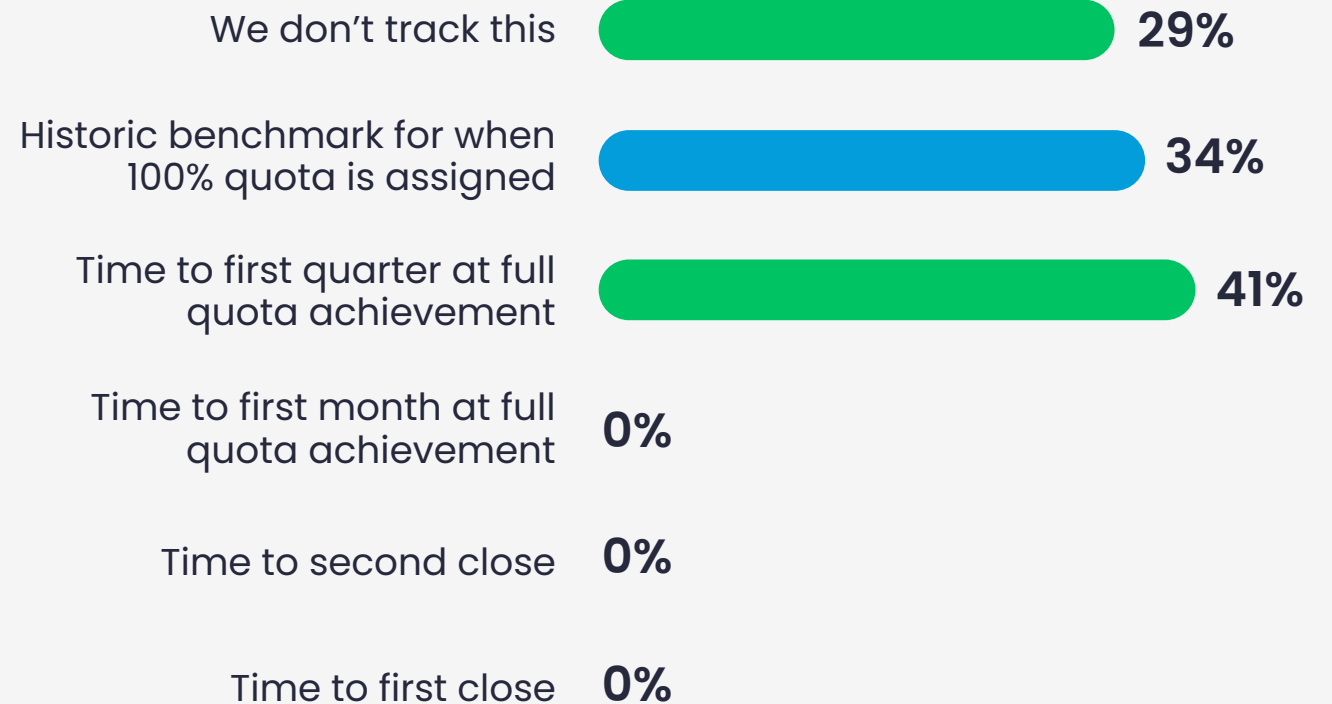| Measurement	%
Do not measure sales enablement ROI	13%
Quota achievement	23%
Average contract value	16%
Sales cycle time	25%
Win rate	20%
New hire ramp time	17%

N (Survey sample) = 339

Sales resource productivity ramp criteria

Nearly a third of companies surveyed **(29%) don't measure new sales hire ramp time to productivity.**

Those companies that measure it consider a new sales resource ramped once they first achieve a quarterly quota. Yet, interestingly, **only 52% of sales reps reportedly achieve quota.** So what happens to the other 48%? Are they never fully ramped?

Sales resource ramp to productive criteria

We don't track this	**29%**
Historic benchmark for when 100% quota is assigned	**34%**
Time to first quarter at full quota achievement	**41%**
Time to first month at full quota achievement	**0%**
Time to second close	**0%**
Time to first close	**0%**

N (Survey sample) = 339
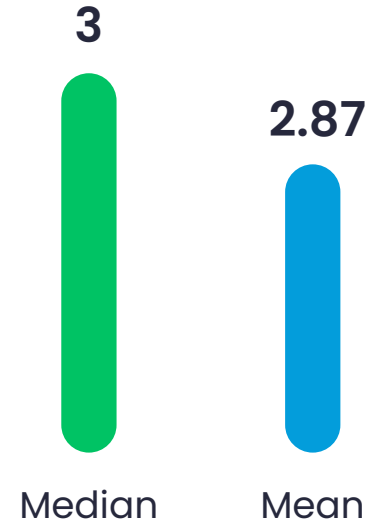
SDR ramp time (months)

Considering the historical baseline of a **three-month SDR ramp time to productivity,** the variations here provide some provocative insights.

Early-stage companies that report their SDRs ramp to productivity in one month, for example, **likely dedicate less time to training and/or fail to track ramp measurements.**

Meanwhile, the companies scaling from **$20M-$50M in revenue reporting the highest average ramp time** could reflect a higher number of new reps needing enablement.
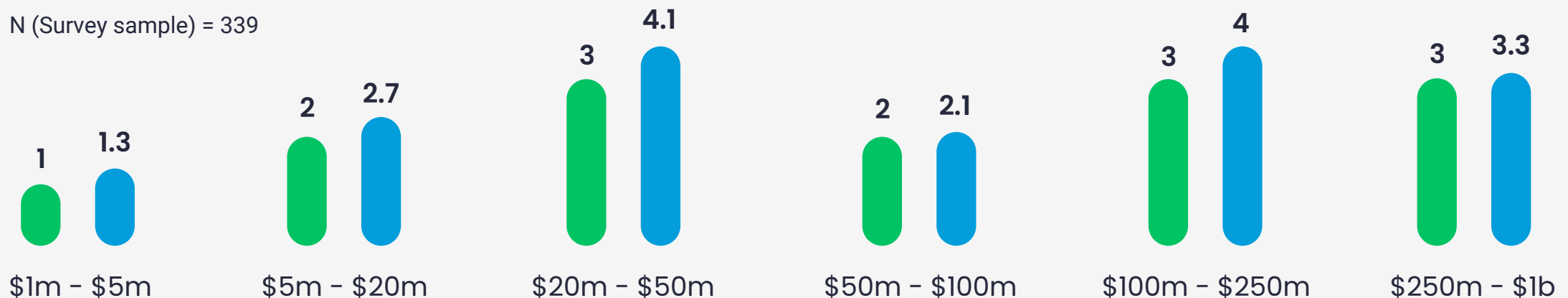
Ramp times are highly subjective, with many factors not captured and factored into these calculations.

SDR ramp time – months

3
Median

2.87
Mean

SDR ramp time – months (by revenue)

● Median ● Mean

N (Survey sample) = 339

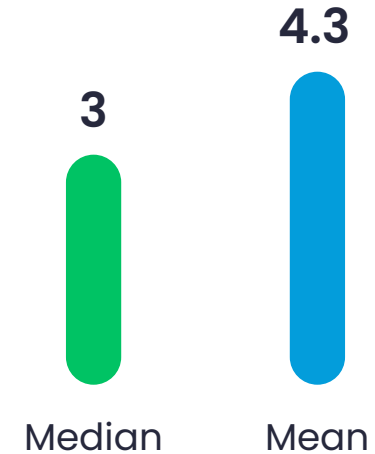| Revenue	Median	Mean
$1m – $5m	1	1.3
$5m – $20m	2	2.7
$20m – $50m	3	4.1
$50m – $100m	2	2.1
$100m – $250m	3	4
$250m – $1b	3	3.3

AE ramp time (months)

There is a direct correlation between ramp time to productivity and average annual contract value (ACV). Companies with solutions over **$1M ACV have shorter ramp times than all solution categories from $25K-$1M ACV.**

This is likely because **higher-value solutions prioritize the measurement of more ramp productivity metrics.** As with the previous data, it is important to note that these ramp times are highly subjective.
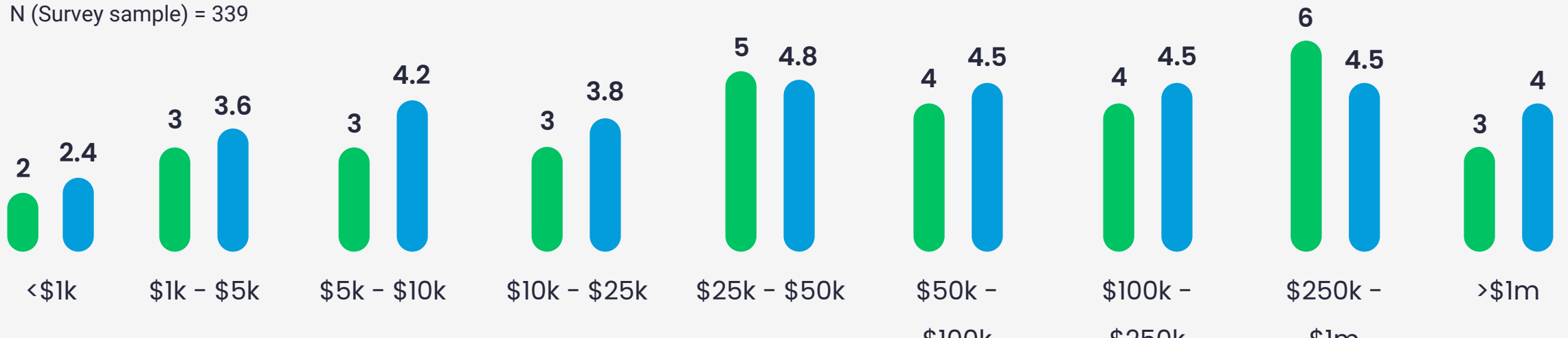
Account executive ramp time

	Median	Mean
	3	4.3

Account executive ramp time – months (by ACV)

● Median ● Mean

N (Survey sample) = 339

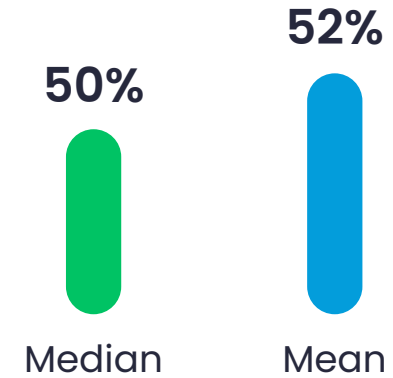| ACV	Median	Mean
<$1k	2	2.4
$1k – $5k	3	3.6
$5k – $10k	3	4.2
$10k – $25k	3	3.8
$25k – $50k	5	4.8
$50k – $100k	4	4.5
$100k – $250k	4	4.5
$250k – $1m	6	4.5
>$1m	3	4

Quota **achievement**

Most benchmarking programs place **quota achievement at an average of 50% of sales resources.** Among those, early-stage companies have the highest quota achievement rates, except companies in the $20M-$1B revenue range.

If sales enablement functions measure success by quota achievement, which is a steep hill to climb, they can demonstrate a **clear contribution to company growth rates.**

Percentage of sales reps meeting quota

50%
52%

Median   Mean

● Median   ● Mean   **Percentage of sales reps making quota (by revenue)**

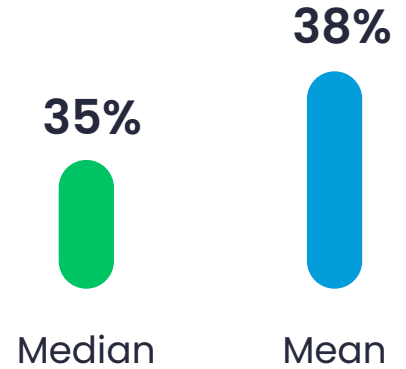|	Median	Mean
<$1m	60%	61%
$1m – $5m	50%	48%
$5m – $20m	50%	47%
$20m – $50m	50%	52%
$50m – $100m	60%	60%
$100m – $250m	44%	48%
$250m – $1b	75%	62%
>$1b	50%	50%

Win rate

Our respondents showed a **significantly higher win rate than any other benchmarking research.** This suggests either a bias in selection criteria or differences in how companies define win rate.

Because win rate is a highly correlated metric to sales enablement efficacy, **it should be consistently measured by cohort** — including product and market segments.

Win rate

35% Median

38% Mean

Win rate (by ACV)

- ● Median
- ● Mean

N (Survey sample) = 339

ACV	Median	Mean
<$1k	30%	36%
$1k – $5k	31%	35%
$5k – $10k	40%	38%
$10k – $25k	25%	30%
$25k – $50k	30%	36%
$50k – $100k	40%	41%
$100k – $250k	45%	44%
$250k – $1m	40%	43%
>$1m	40%	46%

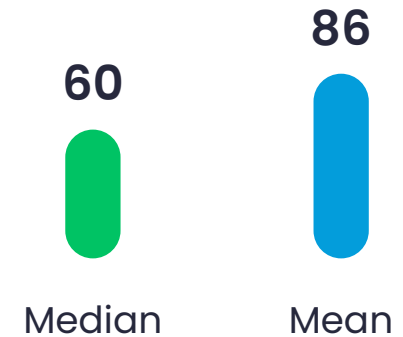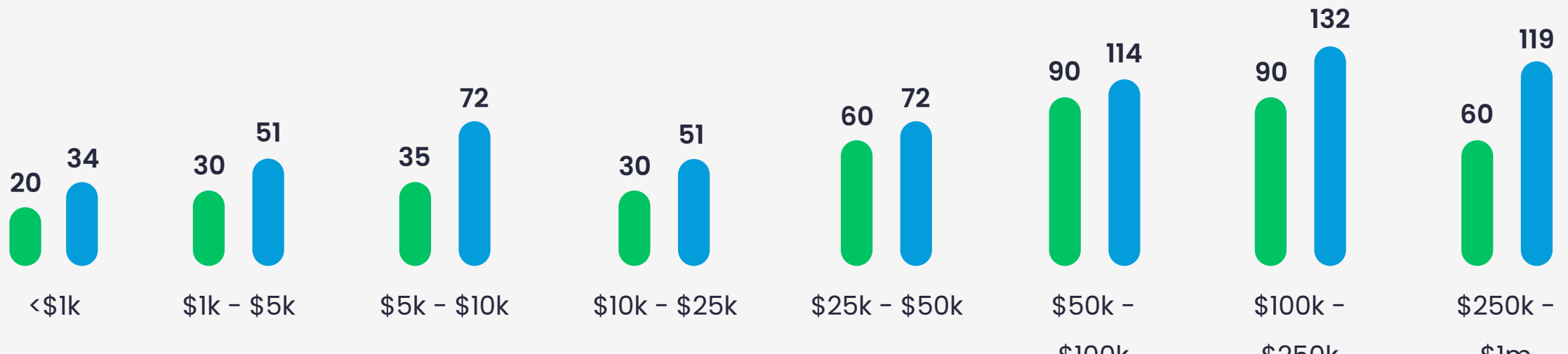# Sales cycle length

Sales cycle length correlates to multiple revenue efficiency metrics, including CAC Payback Period, CAC Ration, and CLTV:CAC Ratio. Because different target markets have different behaviors and benchmarks, **it is important to measure sales cycle length by customer segment.**

Sales cycle length (Days)

60	**86**
Median	Mean

Sales cycle length (by ACV)

● Median   ● Mean

ACV	Median	Mean
<$1k	20	34
$1k – $5k	30	51
$5k – $10k	35	72
$10k – $25k	30	51
$25k – $50k	60	72
$50k – $100k	90	114
$100k – $250k	90	132
$250k – $1m	60	119

Sales enablement process & platforms
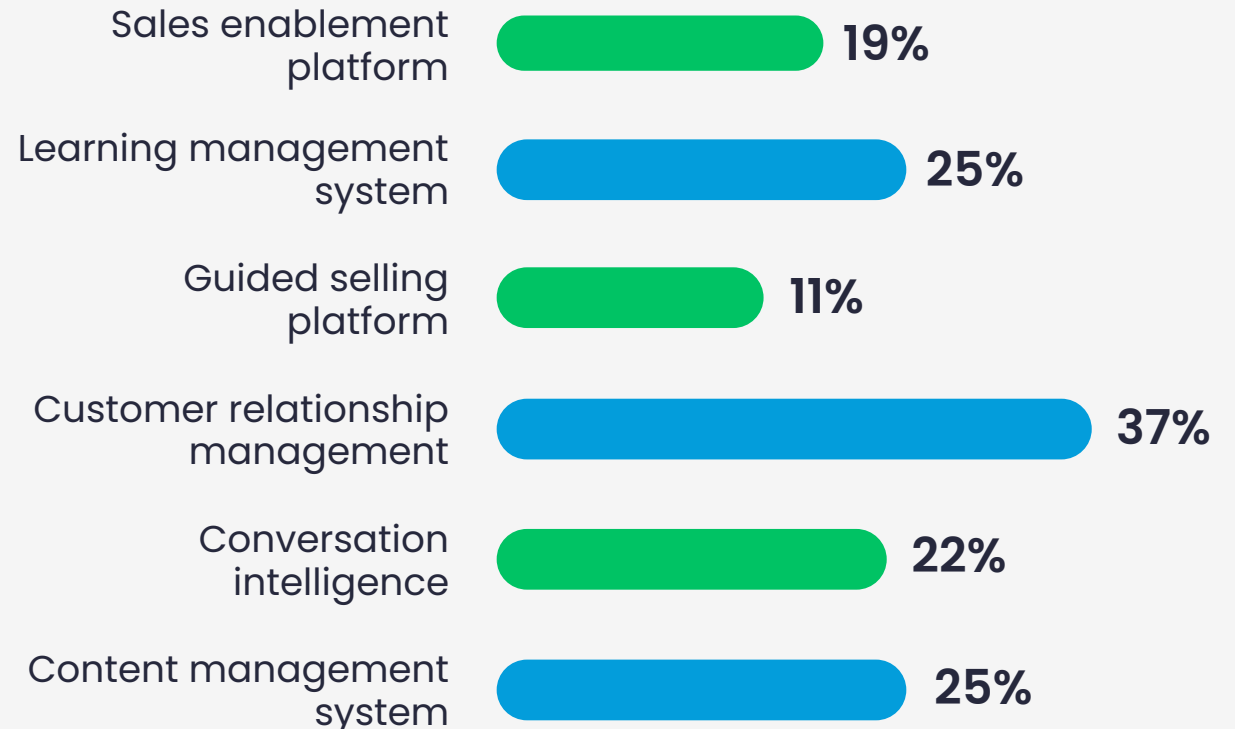
Sales enablement technologies utilized

Since **CRM is the top sales enablement tool across all cohorts (37%),** basic account, contact, and activity tracking appear to be top priorities for most sales organizations.

The lesser dependence on content management systems (25%), conversation intelligence (22%), and sales enablement platforms (19%) indicate most sales organizations have a ways to go to create and scale **best-in-class sales and revenue enablement programs** across their organizations.

Guided selling platforms, in particular, allow these organizations to **automate sales best practices across the customer lifecycle.**

Sales enablement technologies used

Technology	%
Sales enablement platform	19%
Learning management system	25%
Guided selling platform	11%
Customer relationship management	37%
Conversation intelligence	22%
Content management system	25%

N (Survey sample) = 339

Sales coaching by enablement

Only 19% of respondents rate call recording review as a priority in sales enablement, while 14% say the same about call coaching. Given the efficacy of conversation and coaching intelligence in improving sales performance, most companies are **not investing in all the tools or activities required to reach their strategic objectives.**

Further, sales enablement should consider hiring specialized "sales coaches" who own the responsibility to review and coach sales reps based on **actionable insights from conversation intelligence investments.**

N (Survey sample) = 339

Sales coaching by enablement

|	
Forecasting	15%
Guided selling strategy and/or deployment	14%
Buyer engagement analysis	13%
Call recording coaching	14%
Call recording review	19%
Stage by stage conversion rates	27%
Win rate	21%

Value-based selling benchmarks

Value-based selling utilization

A majority of companies surveyed (65%) report having some level of value-based selling (VBS) in place in their organization. But considering only **52% of sales resources reach quota,** what is the primary ROI on VBS programs?

To be successful, value-based selling programs need to go beyond one-time training to **include opportunities for continuous, applied learning.**

Value-based selling model utilized

65%   35%

● Yes   ● No

N (Survey sample) = 339
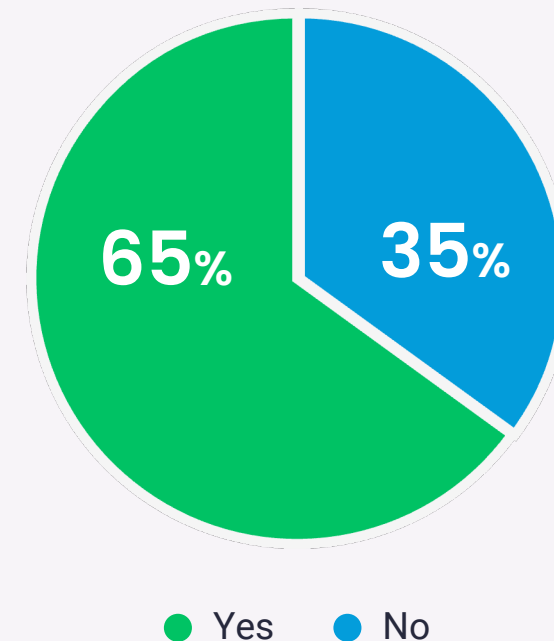
Use of value-based selling tools

Value-based selling methodologies provide **higher ROI when packaged as an applied learning opportunity** with continuous support and coaching from sales enablement.

ROI calculators are the most popular tool used to provide a point of entry for conversations with economic buyers and influencers.

And when accompanied by organization-wide support, commitment, and investment beyond the initial training delivered by sales enablement, the use of **business value assessments can dramatically impact bottom-line figures.**

Value-based selling tools utilized

Tool	Percentage
Value based selling methodology	36%
Total cost of ownership calculator	20%
ROI calculators	33%
Business value assessments	28%

N (Survey sample) = 339

The future of
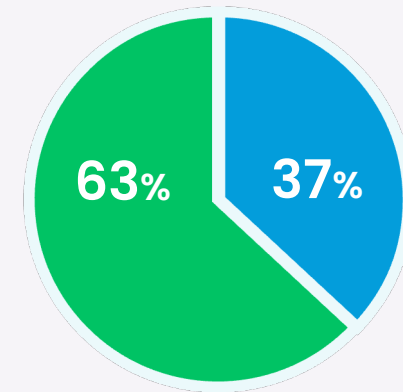## revenue enablement

Revenue enablement presence

Only 19% of companies currently acknowledge the presence of revenue or go-to-market enablement. This is not surprising, considering we are in an early phase of adoption when it comes to expanding sales enablement to encompass all teams across the full customer journey.

Revenue enablement familiarity

58% 42%
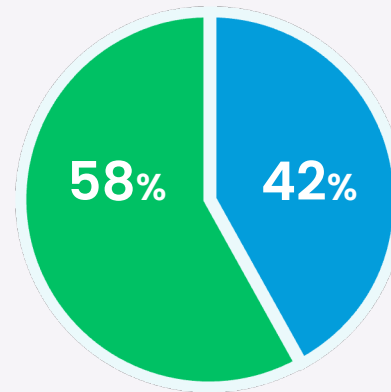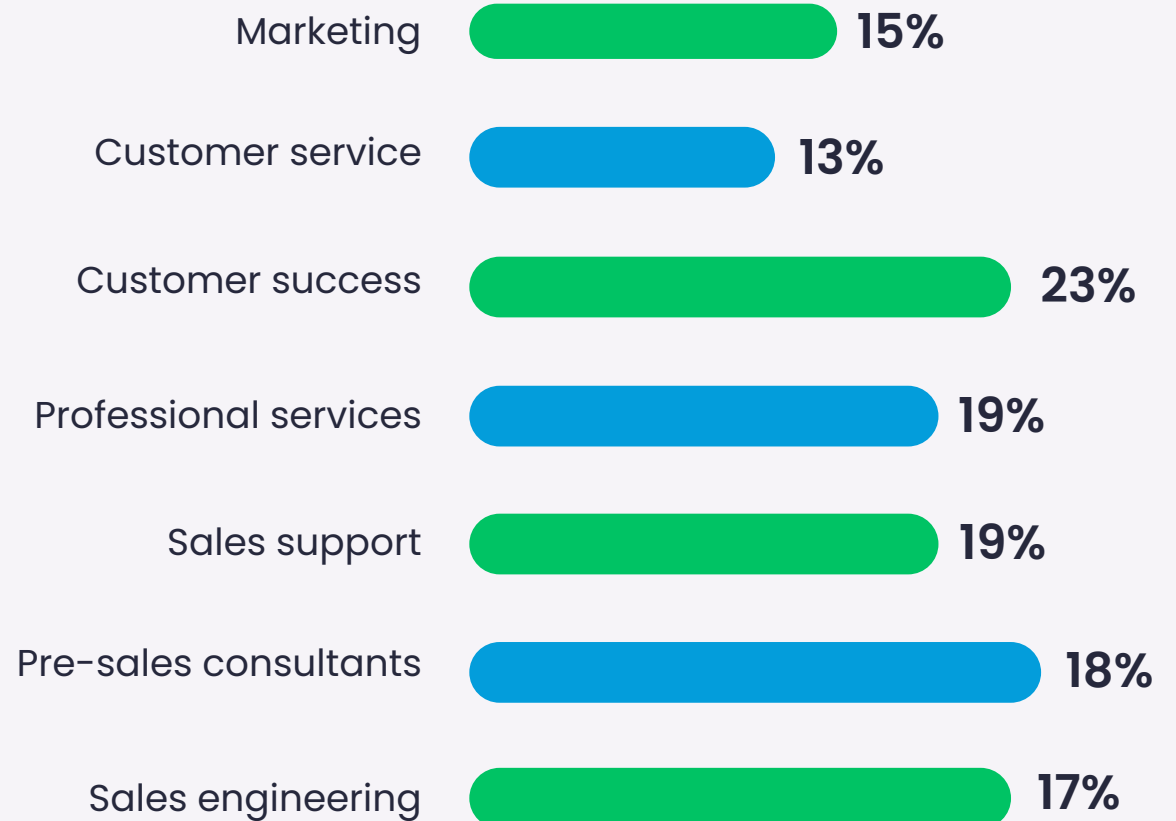
● Yes   ● No

Revenue or go-to-market enablement

63% 37%

● Revenue enablement
● Go-to-market enablement

N (Survey sample) = 339

Revenue enablement responsibilities

In order of priority, **customer success (23%) is the top area besides sales that revenue enablement is responsible for onboarding and training.** It's surprising that marketing and customer service, themselves key pieces of the revenue generation process, fall so far toward the bottom of the list. This indicates that even within revenue enablement organizations, there is a need for further education as to what that function should entail.

Revenue enablement – additional roles to enable

Role	Percentage
Marketing	15%
Customer service	13%
Customer success	23%
Professional services	19%
Sales support	19%
Pre-sales consultants	18%
Sales engineering	17%

N (Survey sample) = 339

Final thoughts

Final thoughts

According to our study, **the majority of companies surveyed value sales enablement on some level,** even if they don't call it by that particular name. The connection between sales enablement and revenue growth is less obvious, and presents significant opportunities for many organizations.

As companies struggle to **justify the efficacy of many programs to their key stakeholders,** building a case for sales enablement seems like a tall order. However, by aligning teams across the customer journey, integrating siloed data, and prioritizing training and coaching, revenue enablement provides the whole organization with the tools, technologies, and processes necessary to meet growth goals.

While we believe that this will be a growing trend over the coming months and years, **companies that act now stand to reap the most benefits, before the competition gets on board.** Those who wait risk falling behind.

Introducing **Mediafly Revenue**360

Smarter selling. Easier buying. From sales enablement and content management to value selling, customer engagement to revenue intelligence, **Mediafly is your command center to coach, assess, predict and engage with audiences more effectively at every stage of the buyer journey.**

Companies that leverage Mediafly's revenue enablement platform achieve:

6x
increase in
win rate

25%
reduction in
sales cycles

66%
increase in
revenue

To set up a demo, visit:
mediafly.com/revenue360-revenue-intelligence-demo
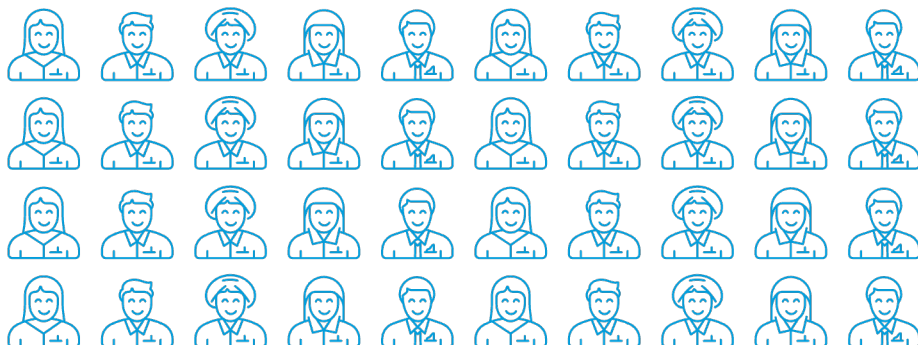
Participants **profile**

Number of sales people

Median
20

Mean
40
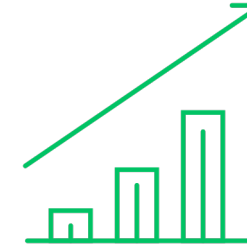
Number of sales enablement resources

Median
3

Mean
4.9

Participants **profile**

Number of sales people (by ACV)

● Median ● Mean

2 / 55	6 / 28	10 / 17	20 / 35	20 / 39	18 / 43	20 / 53	35 / 76	40 / 35
<$1k	$1k – $5k	$5k – $10k	$10k – $25k	$25k – $50k	$50k – $100k	$100k – $250k	$250k – $1m	>$1m
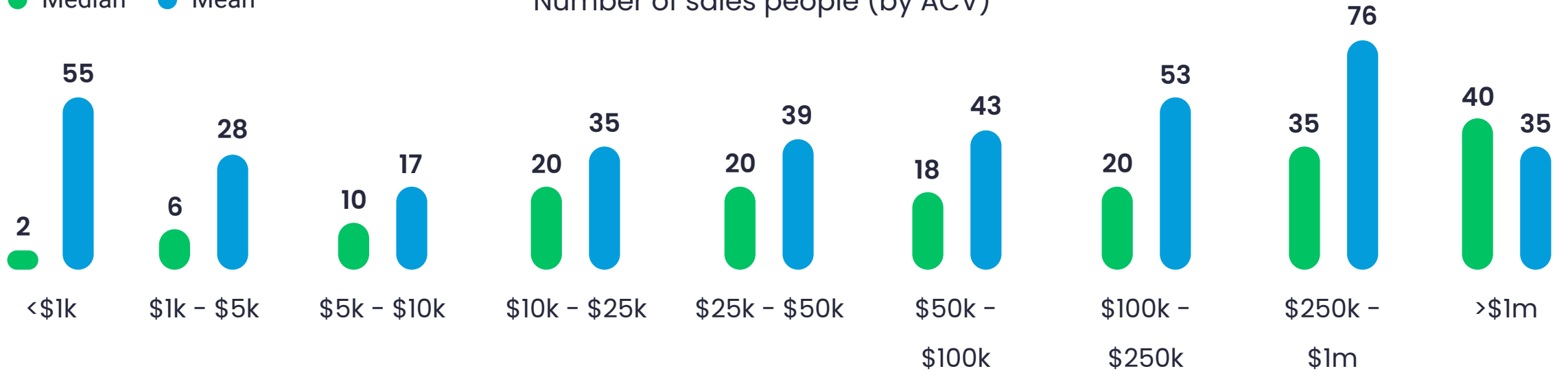
Number of sales enablement people (by ACV)

1 / 1	2 / 3	4 / 6	3 / 5	3 / 5	5 / 6	6 / 7	4 / 4
$1k – $5k	$5k – $10k	$10k – $25k	$25k – $50k	$50k – $100k	$100k – $250k	$250k – $1m	>$1m

Disclosures

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