WHY SALES ENABLEMENT?

71%
of sales leaders believe **their sellers can't adapt to changes in strategy**[1]

EXECUTE INITIATIVES THAT LAND
Markets, buyers, and your competition are shifting faster than ever. Scrambling to adapt, leaders are launching steady streams of initiatives and most reps simply can't keep up. Sales Enablement gives you the tools to land strategy and equip every rep with the skills, guidance, and resources to execute with winning efficiency.

43%
of sales reps **miss quota**[1]

DRIVE CONSISTENT PERFORMANCE
Inconsistent sales performance is the risky and expensive reality of most sales organizations. A small group of star performers carries a team of unhappy, high-churn strugglers. Organizations with effective enablement programs enable every rep to close–elevating quota attainment across the team.

90%
of B2B sales organizations **rely on intuition over data analytics**[2]

SCALE PREDICTABLE REVENUE GROWTH
Your strategic initiatives drive continuous, yet separate streams of data accross your tech stack. By the time tables are built, numbers are crunched, and insights are delivered–they're yesterday's news. Modern organizations unify Sales Enablement to track strategic insights. With full visibility across initiatives, see risk coming, address it before it hits your bottom line, and optimize your strategy.

1 Salesforce State of Sales: 4th Edition
2 Gartner: Improve Revenue Forecast Accuracy With Emerging Forms of Sales Forecasting Technology

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WHY NOW?

83%
of a buyer's time is spent in **digital buying channels**[1]

NEW AGE, NEW BUYER
A growing 33% of buyers prefer a rep-free experience.[1] They have taken control of their own journey and are more skeptical of sellers than ever before–canned pitches and content simply won't cut it. With modern enablement, leading organizations equip, train, and coach digital-first teams to make every conversation count and win over modern buyers.

74%
of buyers choose the rep that was the **first to add value**[2]
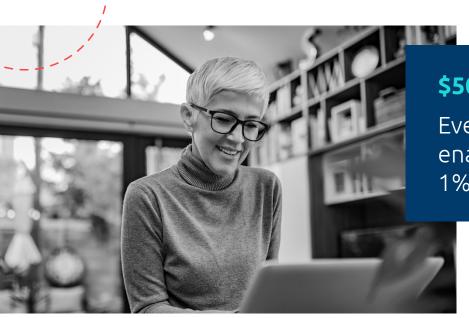
A STRATEGIC IMPERATIVE
Purchase decisions boil down to buyer experience and your reps must be equipped to deliver. With 74% adoption[3], sales enablement is now competitive table stakes and reactive enablement won't cut it–the best-enabled reps win and the organizations with the most mature enablement lead the pack.

37%
of organizations believe they **can't effectively train and reskill reps**[4]

REVENUE INEFFICIENCY
Everyone suffers when reps aren't equipped to deliver consistent engagement and impact: reps churn at a 27% annual rate[5], 60-70% of marketing content goes unused[6], and 87% of training is forgotten within 30 days[7]. This translates to more noise, more waste, and missed targets.

$50k = +1% win rate
Every $50K spent on sales enablement equates to a 1% increase in win rate.[3]

1 Future of Sales in 2025: A Gartner Trend Insight Report.
2 Forrester Research
3 Sales Enablement Pro, State of Sales Enablement 2021
4 Salesforce State of Sales: Fourth Edition
5 Harvard Business Review: How to Predict Turnover on Your Sales Team
6 The SiriusDecisions Content Model
7 Gartner: The Evolution of Sales Training and Coaching Technology

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WHY HIGHSPOT?

The Only Natively Built End-to-End Enablement Solution

90% Rep Adoption[1]

USER EXPERIENCE

With Highspot's natively built platform reps have just one intuitive system to learn. Core features form a shared foundation across content search and discovery, guided selling, training, coaching, and system navigation.

#1 Customer Satisfaction[2]

ADMIN EXPERIENCE

Manage Highspot with one unified and intuitive admin experience. Drive low costs of learning and lower total cost of ownership with shared tools to publish content, create dynamic enablement and training, and manage groups.

8X Faster Time to Insight[3]

INSIGHTS EXPERIENCE

With native analytics, Highspot tracks engagement and execution across your reps, teams, and initiatives. Custom reports and Scorecards unify enablement and revenue data in one place, producing actionable insights to optimize strategy and scale growth.

20+ Industry-Leading Experts

COMMUNITY EXPERIENCE

Extend the power of Highspot with 70+ native integrations and professional expertise from 20+ industry leaders. With the Highspot Marketplace, infuse third-party content, training, and methodologies into your reps' workflows to drive consistent execution and sustained impact.

1 Highspot Internal Research
2 G2 Crowd, Fall 2021
3 TechValidate 2021

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THE ONLY COMPLETE SALES ENABLEMENT SOLUTION

With the Content to engage customers, Guidance to land strategy, Training to improve skills, Coaching to elevate performance, and Analytics to inform action, Highspot equips every rep to execute with impact— **empowering you to drive strategy and revenue with the full force of your sales team.**

Equip

Equip reps with the right content and guidance for every conversation, every time. With dynamic Sales Plays that put content in context and AI-driven recommendations, your reps are always ready to drive initiatives and land strategy at the moment of action.

Train

Build winning teams with training that sticks. Easily create your own lessons and courses, import them from another system, or add expert-built training from the Highspot Marketplace. Surface the right knowledge and skills for every deal to drive peak adoption and results.

Coach

With native engagement analytics and performance scorecards, pinpoint winning behaviors across your team and give every rep actionable feedback on their approach. Then, rate and review performance to reinforce winning behaviors and drive repeatable success.

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THE WORLD'S #1
SALES ENABLEMENT PLATFORM

THE LEADER IN INNOVATION

Highspot is the recognized innovation leader by the market and industry experts.

G2 Leader FALL 2021   glassdoor 2021 BEST PLACES TO WORK   FORRESTER® WAVE LEADER   TR Top Rated 2021   Forbes 2021 THE CLOUD 100 WORLD'S BEST CLOUD COMPANIES

"Highspot is on the forward edge of sales enablement platform capabilities. Some of the highest revenue growth and net retention rates on the market. Highspot excels at solving sellers' productivity needs.

Gartner

"Highspot leads the way with technology innovation. One of the simplest and easiest to use sales enablement platforms on the market with rapid adoption for customers and low churn.

FORRESTER

THE LEADER IN ADVANCING SALES ENABLEMENT

Sales Enablement Pro

Highspot's community of Sales Enablement professionals is the largest in the world. Sales Enablement Pro hosts the industry's leading annual event, the Sales Enablement Soiree, and is home to the most comprehensive digital knowledgebase of enablement expertise in the industry.

Highspot Spark

At Highspot's annual customer conference, thought leaders, experts, and standout customers join forces to offer actionable keynotes, collaborative workshops, and product expertise that spark insights, action, and community.

Services Expertise

Rated #1 in Customer Care and Support, Highspot's dedicated Service Executives are the clear leaders across the industry, partnering with each customer throughout their lifecycle to provide expert guidance and drive strategic enablement.

THE LEADER AMONG LEADERS

Highspot is the enablement platform of market leaders and growing industries because **the world's innovators choose Highspot.**

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