



The State of Sales Enablement Report 2025

The AI edge: Redefining go-to-market effectiveness

Enable the impossible

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Introduction

When artificial intelligence (AI) hit the market, uncertainty reigned. Organizations hedged their bets: Would it be the game-changer it claimed?

Today, most are inclined to answer ‘yes.’ It’s no longer just an innovative few leading the charge—90% of companies today have either implemented AI to support their go-to-market efforts or are making plans to do so.

AI has quickly evolved from a curiosity to a strategic necessity. Its ubiquity makes it a force multiplier for go-to-market teams. Marketers are moving at light speed. Sellers are executing more efficiently. Enablement teams are driving new effectiveness. At every turn, AI is reimagining what can be achieved.

Nowhere is the impact felt more than in enablement, where AI is helping teams run faster and achieve more. It’s evolving a critical function that 84% of executives believe has improved their company’s go-to-market performance. No longer a siloed function, enablement has become an ever-present philosophy that empowers every go-to-market team.

Nearly all organizations are moving toward an AI-first future. With 60% focused on consistent sales performance, AI is the key to overcoming core go-to-market challenges.

AI is changing the game for go-to-market teams. It’s up to you to ensure your organization keeps pace.

About the research

For the 11th edition of the State of Sales Enablement Report, approximately 350 enablement (46%), marketing (21%), sales (12%), and revenue operations (10%) professionals were surveyed to understand their current business challenges and initiatives. More than a quarter of responses (26%) came from executive leaders, and company sizes represented include SMB (45%), commercial (30%), enterprise (15%), and strategic (10%).

The survey ran from February 20 through March 14, 2025, capturing insights from professionals across 21 countries and 61 industries. Respondents participated in the research study from around the globe—across the United States, United Kingdom, India, Australia, Canada, and more—and largely represented industries ranging from technology and information services, to financial services, healthcare, and others.



Executive summary

Plenty of obstacles block the path to go-to-market effectiveness. Inconsistent performance, changing buyer expectations, and technology disruption—it's a perfect storm that's leading

organizations to adjust their approach. According to this year's findings, top-performing teams have aligned on three objectives that unlock success in an AI-first world:



Streamline workflows to drive successful GTM initiatives

Siloed operations are the canary in the coal mine for organizations. A unified enablement approach—with a connected experience, analytics, and AI—eliminates silos and equips go-to-market teams to execute more effectively, together.

42%

more likely

Companies with well-integrated enablement tech stacks are 42% more likely to increase sales productivity



Layer AI into training and coaching to improve performance

Effective training and coaching are top concerns for organizations, as they're often difficult to scale. Increasingly, teams are augmenting traditional training and coaching with AI and securing new impact on topline metrics.

20%

more likely

Organizations that use AI in their coaching programs are 20% more likely to improve revenue outcomes



Personalize experiences to engage modern buyers

When AI is everywhere, it's the personalized, human moments that capture—and keep—a buyer's attention. Across the board, companies are implementing tools to support reps in delivering those moments at scale.

48%

nearly half

of high-performing organizations are investing in digital rooms to engage buyers¹

1. High-performing companies are defined in the research as organizations that improved at least two of the following business outcomes last year: win rate, quota attainment, total revenue, average deal size, or sales productivity.



Reshaping the GTM landscape with AI

Equipping teams to **scale** in the age of AI

Organizations are laser-focused on developing the effective, future-proof go-to-market motions that will weather any storm in today's AI-first world. As they do, a few notable trends have emerged.

Over the last two years, for instance, companies have grown their go-to-market teams, which indicates greater investment in revenue-generating roles.

In 2025 alone, more than half of executives (57%) expect their teams to increase in size. To support their growing teams, 61% of leaders are investing more in enablement to help drive go-to-market effectiveness this year—nearly 2x more than last year.

As go-to-market teams expand, enablement teams are evolving to support them, and many of them are using AI to accelerate their impact.

61%
of executives

are investing more in enablement to help drive go-to-market effectiveness this year—nearly **2x more than last year**



Nearly half (49%) of teams are already leveraging AI to support their go-to-market efforts, with another 41% planning to use it this year.

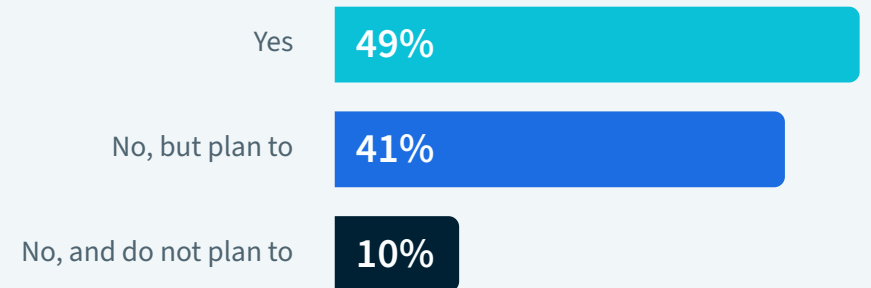
The highest AI adoption comes from strategic organizations (56%), potentially reflecting greater access to resources to invest in new technologies. However, SMB companies (53%) are close behind, demonstrating an ability to be agile in responding to disruption in the market.

Still, 10% of organizations are not ready to adopt AI just yet.

For some, hesitation stems from skepticism about AI's maturity and value, potential privacy and security risks, time and bandwidth constraints, or budget concerns.

With any new technology, training, education, and trust-building are crucial for adoption. As AI becomes more prevalent and continues to mature, go-to-market leaders have a unique opportunity to be at the forefront of innovation by learning how to use the technology to boost productivity, scale enablement, and develop high-performing teams.

Do you currently leverage AI to support your go-to-market teams?





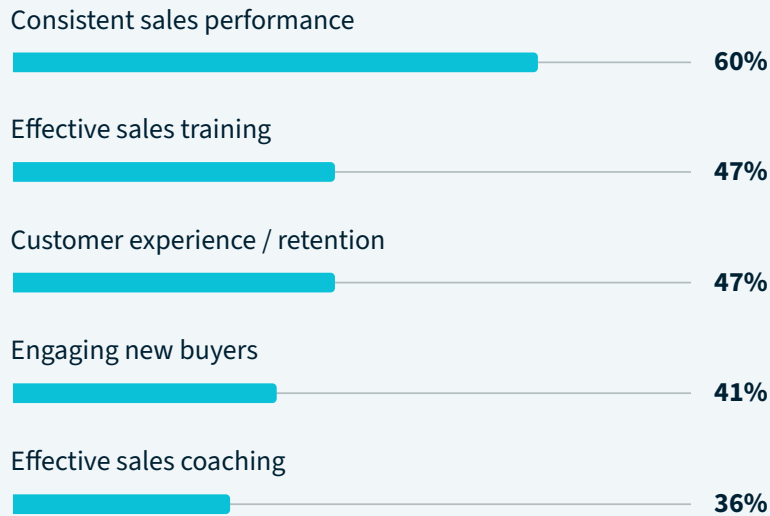
Solving top GTM challenges with AI

AI is no longer a shiny new tool. Now, it’s a foundational element of the go-to-market tech stack, and a few common use cases have emerged.

According to the research, those top use cases—including call transcription, skill development, personalization, and content creation—map to the top challenges teams face today.

Take effective sales training and coaching, for example: By using AI to generate tailored training content, analyze sales conversations, and identify areas to improve rep performance, businesses can strengthen their readiness programs and increase go-to-market efficiency and effectiveness.

Top business challenges



How to resolve them with AI

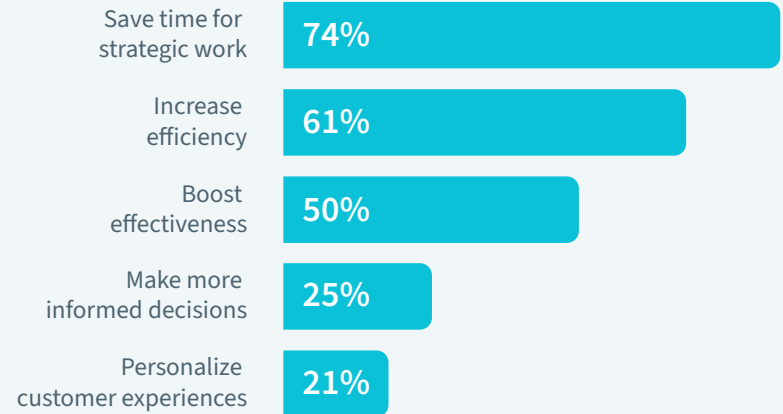
- Call transcription and analysis
- Skill development
- Personalized marketing and sales communications
- Content creation, sales prospecting, pitch generation
- Real-world visibility into rep performance



From saving time to improving efficiency, teams are already using AI to help overcome their biggest challenges. And still, the potential AI has to transform go-to-market effectiveness is largely untapped. As adoption grows, enablement teams can leverage it more strategically—from enhancing decision-making to creating personalized buyer experiences—to empower go-to-market effectiveness and alleviate their top business challenges.

The traditional strategy for go-to-market execution has evolved: It's no longer about doing more, but working smarter.

What organizations believe can be achieved with AI





Priority GTM initiatives for 2025

Every member of the go-to-market team is responsible for the success of their organization's top business initiatives. Marketing can't launch a new product by themselves; post-sales can't land the cross-sell conversation alone. When executed effectively and collaboratively, these initiatives drive key business outcomes and strengthen low-performing areas of the business.

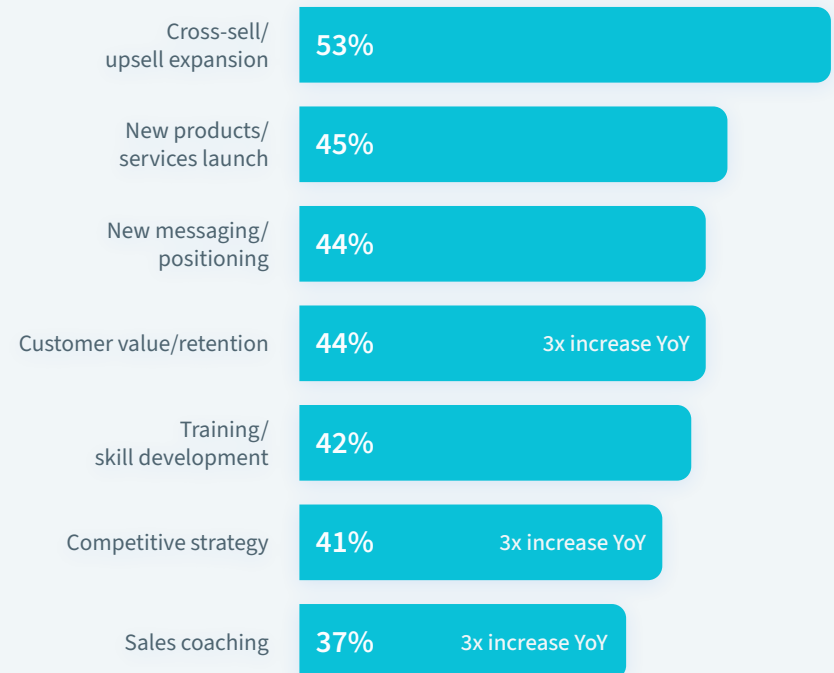
These initiatives are common business priorities designed to achieve top company goals. What is interesting, however, is how changes in the prioritization of these initiatives reflect the changing state of the go-to-market environment: This year, the focus on customer value, competitive strategy, and sales coaching has increased by 3x year-over-year.

Organizations are seeking to secure their existing customers. They're aiming to fend off the competition. And they're deeply fixated on supplying the coaching that will ensure their go-to-market teams can effectively do so.

It's a monumental task—and it's why organizations are increasingly turning to AI to keep pace and stay competitive.

The key go-to-market initiatives organizations are prioritizing this year to address their business challenges include:

GTM initiatives organizations are prioritizing in 2025





Future-proofing GTM: Winning enablement strategies for 2025

A unified approach to GTM execution

Today, just over a third of organizations (35%) are somewhat effective at driving the go-to-market initiatives that deliver business results. Only 10% are very effective.

That leaves over half (55%) of organizations unable to effectively drive their initiatives—and it's largely the consequence of cross-functional silos. Think about it: Consistent performance underpins successful initiatives. How can you drive consistency if your go-to-market teams are not aligned?

Streamlining workflows and eliminating silos brings the go-to-market organization together. By unifying the tech stack through integrations and consolidation, teams can more easily define, execute, and optimize their go-to-market initiatives.

It's a recipe for consistent execution and successful initiatives, and it primes both individual sellers and the entire go-to-market organization to execute with new velocity.

Only

10%

of organizations are very effective at driving successful GTM initiatives.





Integrate the tech stack to accelerate efficiency

In the pursuit of effectiveness and efficiency, organizations are placing new importance on integrations. Instead of a collection of point solutions, 27% more companies this year use a few core tools that are well-integrated and managed.

Integrations connect various tools within the tech stack to streamline workflows and improve the user experience. When coupled with AI, integrations eliminate the need for manual data entry and allow for immediate insights into how your go-to-market strategies are landing.

The majority of organizations (99%) believe integrations are important in their enablement tech stacks. The benefits are clear: A connected tool ecosystem improves the experience for go-to-market teams, who can then gain insights into what works, take action faster, and boost overall productivity.

It's just a fact—businesses with well-integrated enablement tech stacks are:



42%

more likely to increase sales productivity



20%

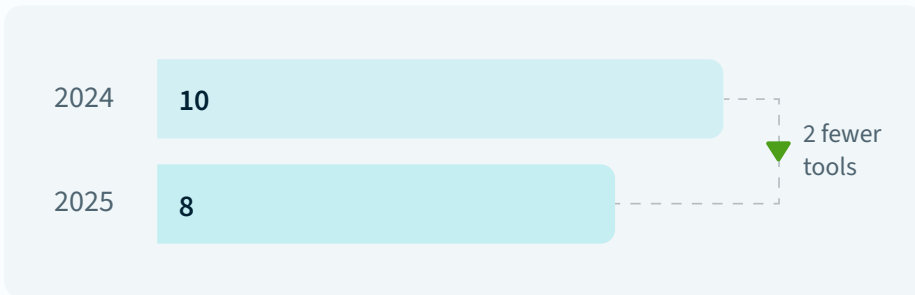
more likely to increase win rates



Connect GTM efforts to maximize impact

Fragmented tech stacks are still common—29% of companies use several disparate go-to-market tools—but the data reveals the industry is trending toward consolidation. Compared to last year, organizations are using 2 fewer tools on average for their go-to-market efforts.

Number of tools used on average for go-to-market efforts:



As the data proves, the fewer tools, the better. A unified, well-integrated platform streamlines go-to-market execution, as every user shares the same experience, draws from the same analytics, and feeds the same AI model.

This approach allows every team’s efforts to be woven together and every initiative to be executed with alignment. It becomes a shared source of truth, powered by AI-infused enablement at every turn. It’s no wonder, then, that organizations are using it to tangibly improve go-to-market performance.

Those who leverage a unified enablement platform are:

28%
more likely

to be confident in measuring the performance of their go-to-market initiatives

42%
more likely

to improve win rates



Going forward

Every additional tool in your tech stack slows your velocity and undercuts the effectiveness of your go-to-market teams. In an AI-first world, a unified approach to go-to-market execution is table stakes for successful initiatives.

”

It's incredibly important to have a unified sales enablement platform to centralize knowledge and buyer engagement. One platform affords a lot of rich data and AI so sellers can get resources and insights very quickly to engage their customers. That's the value you get from a unified platform versus disparate systems that don't communicate.

Anthony Doyle,
Director of Sales Enablement, Turnitin





Optimizing skill development through AI-powered training and coaching

Year after year, organizations express interest in improving their sales training and coaching programs.

But what if that's the problem? When one in two organizations (55%) struggle with either sales training or coaching, it's time to take a step back and reevaluate what isn't working. If over half of organizations can't get a traditional training or coaching program off the ground, it's probably time for a new approach.

This year, organizations have again placed considerable importance on training and coaching, which ranked as the second-highest (reported by 47% of teams) and fifth-highest (36%) business challenges this year, respectively.

These rankings indicate that what's most important isn't the programs themselves, but their result: more effective execution from both individual reps and the entire go-to-market organization. Achieving this goal is a matter of innovation and new tactics—consider how you can use AI to rewrite what training and coaching can accomplish.



One in two organizations struggle with either sales training or coaching.





Accelerate sales training efficiency and impact

Compared to last year, 164% more companies are using AI in their sales training programs this year. For many enablement teams, developing training is a time-consuming process that can be difficult to correlate to business impact. It doesn't help that reps often fail to complete training or retain the information shared—meaning all that time spent on development results in zero behavior change or skill development.

It's just not sustainable, and more organizations are recognizing that it's time for a new approach.

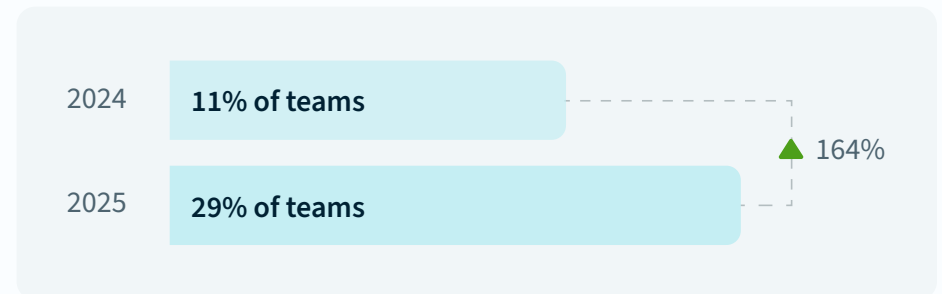
Modern approaches use AI to transform passive experiences into active, practice-based moments. Practice recordings, personalized feedback, customized quizzes—AI can curate learning experiences to every learner's unique needs.

Teams that incorporate AI into training are:

35%
more likely

to increase average deal size

Use of AI in sales training year-over-year





Improve sales competencies with structured, real-world coaching

To drive winning behaviors, frontline managers need to understand how reps perform during sales conversations—yet managers don't have the time to sit in every sales meeting or even recap what happened with sellers.

On average, managers spend 13 hours per week coaching reps—roughly 2.5 hours every day. Infusing AI into your coaching gives more time back to managers to focus on helping reps strategize and empowering them to succeed.

Many teams are using AI to get managers up to speed quickly on buyer conversations and identify initial feedback on rep performance. By analyzing sales conversations and providing AI-generated recommendations on next steps to improve, managers get a head start on coaching and can spend more time working with reps to implement the feedback. When connecting coaching to specific, real-world actions, teams are 23% more likely to improve quota attainment.

To make coaching feedback more effective, create structure by defining key sales competencies for your sales managers to coach to. In fact, half of high-performing companies today leverage a competency framework to optimize their coaching ².

2. High-performing companies are defined in the research as organizations that improved at least two of the following business outcomes last year: win rate, quota attainment, total revenue, average deal size, or sales productivity.

Organizations that use AI to enhance their coaching programs are:



36%

more likely to increase win rate



20%

more likely to improve revenue outcomes

When coaching to specific, real-world actions, teams are:

23%
more likely

to improve quota attainment



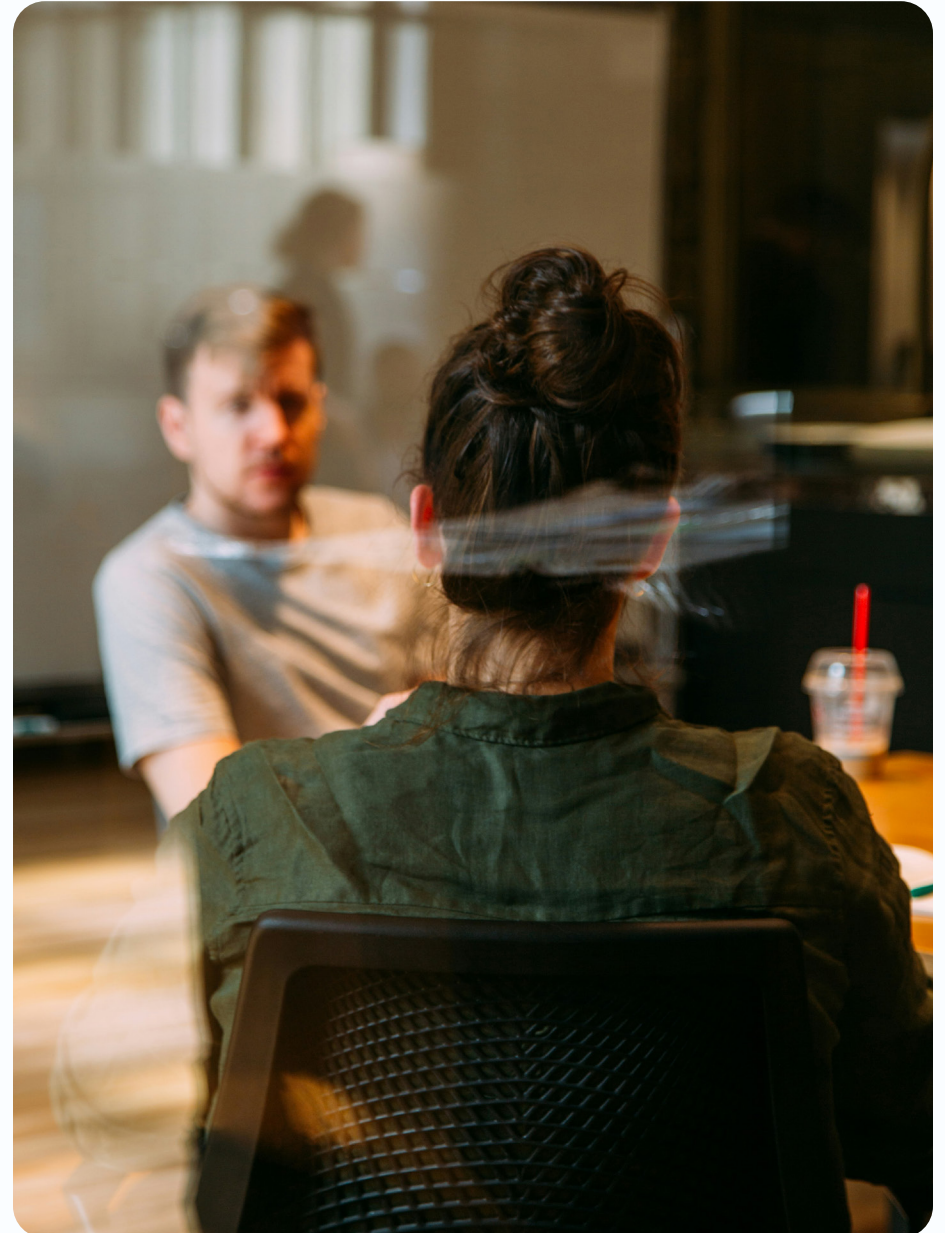
Going forward

The success of every go-to-market initiative is predicated on sales performance. Reps need to be able to execute effectively. AI is powering new programs designed to make that possible, and teams that leverage it to accelerate skill development, change rep behaviors, and scale coaching feedback will be better positioned to succeed in today's competitive environment.

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Leaders are busy—spending one or two hours in role plays isn't scalable. We're using AI to give reps real-time feedback, which has also broadened the coaches' understanding of what to coach on. The AI surfaces insights they might not have considered otherwise. It's been a really big win for both rep development and enhancing the effectiveness of coaches.

Niyati Parikh,
Dean of Sales College at Visa University, Visa





Evolving buyer engagement in an AI-first world

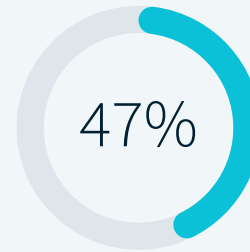
The modern buyer encounters AI during their very first interactions with a company—from auto-generated emails to chatbots on a website, AI is augmenting the early days of the buying process.

Interactions with human reps are now fewer and further between, which means it's all the more important to ensure that those moments of connection are meaningful and tailored.

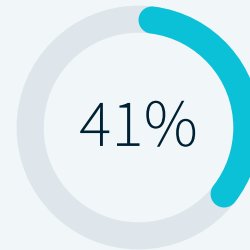
That's not to say it's easy. Nearly half (47%) of companies today struggle with their customer experience and 41% struggle to engage new buyers.

To address these challenges, many organizations (39%) are investing in technology to help personalize buyer experiences in the next year.

Now more than ever, buyer interactions need to be personalized and impactful. With AI eliminating the most time-consuming tasks in their workflows, reps can focus on making every touchpoint count. That is, as long as they have the right tools in their toolkit.



of companies struggle with their customer experience



of companies struggle to engage new buyers



Maximize rep effectiveness to engage modern buyers

Ask any seller, and they'll tell you about the hours upon hours they once spent prepping for meetings, drafting emails, and searching for the right content to share with buyers.

With AI, those tasks can be accomplished in a fraction of the time, which gives sellers the opportunity to spend their time more strategically—and AI is helping with that, too.

45%

of high-performing organizations³ are investing in AI-driven next steps for sellers

By using technology to analyze past interactions and generate guidance on the next best actions to further engage buyers, reps can ensure that each touchpoint they create is timely, relevant, and adds value. By generating follow-up emails, recommending content to share next, or suggesting training to complete, AI can support reps in engaging buyers in every step of the sales process.

3. High-performing companies are defined in the research as organizations that improved at least two of the following business outcomes last year: win rate, quota attainment, total revenue, average deal size, or sales productivity.





Similarly, personalization places significant demands on reps' time. Either they waste valuable selling time on customizing content, or they lose buyers' interest due to a lack of personalization—there's no winning.

To ease the lift, 42% of high-performing organizations are investing in automatic content generation, which allows reps to instantly create customized resources for buyers.⁴

By removing time-consuming tasks from their plate, sellers can spend more time honing their conversations with buyers, so every moment of human connection is as effective as possible.

Teams using AI are:

41%
more likely

to improve buyer engagement

4. High-performing companies are defined in the research as organizations that improved at least two of the following business outcomes last year: win rate, quota attainment, total revenue, average deal size, or sales productivity.





Craft customized and secure buyer engagements

The moment selling shifted digital, businesses and buyers alike set their sights on determining how to remain secure and compliant. The introduction of AI changed the game once again. As a result, 20% of businesses cite compliance as a key challenge this year.

Data confidentiality expectations, strict data privacy regulations, and legal and financial implications—they're key considerations when it comes to selling in a digital, AI-first world.

To secure their buyer engagements, 48% of high-performing organizations⁵ are investing in digital rooms and, in doing so, striking a careful balance between two key priorities: customization and compliance.

While the modern buyer wants a personalized experience, they also want one that safeguards their data and prevents potential risk. To supply both, organizations are choosing vendors that offer access-restricted digital rooms designed to progress deals faster without sacrificing a buyer's security or trust.

It's a careful line to walk. When done right, these curated microsites build trust, supply essential information, and spark enduring relationships founded on human connection.

48%

of high-performing organizations⁵ are investing in digital rooms



5. High-performing companies are defined in the research as organizations that improved at least two of the following business outcomes last year: win rate, quota attainment, total revenue, average deal size, or sales productivity.



Going forward

Today's buyers expect customized, engaging, and secure experiences.

It's a modern demand organizations can't afford to neglect.

By investing in innovations to safely and meaningfully connect with buyers, go-to-market teams can meet them where they are, with a message that resonates, and at just the right time.

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We asked ourselves: how are we equipping our teams to reach that large council of buyers—especially when they may only interact with an end user? One of the best ways is digital sales rooms, which we call champion toolkits at PitchBook. We've built templates for different personas in our business, enabled our teams to use them, and even created a Salesforce list to flag opportunities that would be a good fit. We're seeing great engagement.

David Osborne,
Senior Manager of GTM Enablement, PitchBook





Turning the AI promise into reality

The data doesn't lie: Organization after organization is embracing AI and, more than that, feeling its impact in the form of more successful initiatives and improved business outcomes.

Businesses have been waiting with bated breath—would AI be worth the hype?

This year's findings prove that, yes, it absolutely is.

Across the full scope of go-to-market efforts, AI is changing the game. It's empowering organizations to engage buyers better, win more often, and secure greater revenue than ever before. Simply put, it's enabling go-to-market teams to execute more effectively and, in doing so, secure unprecedented growth.

The path forward is clear. AI-powered enablement is table stakes for successful initiatives and effective teams. Today, an AI-first approach provides the foundation of a high-performing go-to-market organization.

So, how do you get started?





Key takeaways

This year's research revealed three key recommendations for those aiming to accelerate go-to-market execution and drive long-term business impact with AI:



Eliminate silos to improve go-to-market execution

Successful initiatives and, by extension, improved business outcomes, begin with a well-aligned go-to-market motion. Leveraging a unified tech stack can streamline workflows, unite siloed teams, and enable them to better define, execute, and optimize their go-to-market initiatives.



Accelerate rep performance with AI-driven readiness

Go-to-market effectiveness hinges on the quality of rep performance. Go beyond traditional training and coaching—build a high-performing go-to-market organization with personalized, AI-powered programs designed to help sales managers and reps alike upskill effectively.



Engage modern buyers in an AI-first world

Instead of spending hours preparing for meetings and follow-up with buyers, enable reps to focus more on what matters most: high-impact, human conversations. Take advantage of AI to help reps facilitate relevant, effective interactions that resonate with modern buyers.



Transform the future of go-to-market enablement with Highspot

AI is no longer optional—it's foundational. The most effective go-to-market organizations are embracing AI to streamline execution, personalize every buyer interaction, and scale rep performance like never before. Highspot makes that future real.

With Highspot, you can:



Unify your go-to-market motion with a single platform powered by connected content, training, coaching, and analytics



Accelerate rep readiness through AI-driven learning and coaching that transforms training into action



Engage every buyer with precision, using intelligent recommendations and real-time engagement insights

If you're ready to drive consistent performance, outpace the competition, and grow revenue predictably—we're here to help you enable the impossible.

[Request a demo today >](#)

Enable the impossible