

The State of Sales Enablement Report 2025



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Welcome

Welcome to the 2025 State of Sales Enablement & Operations edition, now the 3rd annual edition.

In an era where buyer expectations are transforming at unprecedented rates, sales enablement has become a cornerstone of modern sales strategies. Organisations are reimagining their approaches to align content, training, and operational processes to foster more cohesive and impactful ecosystems. This report, rooted in insights from a comprehensive survey of over 100 senior leaders, explores the critical trends, challenges, and opportunities shaping sales enablement and operations today.

The sales landscape is rapidly evolving, with modern buyers increasingly demanding self-service options, hyper-personalized interactions, and seamless transitions across digital and in-person touchpoints. As businesses contend with these shifting dynamics, they invest heavily in technology, data-driven decision-making, and team upskilling to maintain a competitive edge. Supported by Allego, a leader in sales enablement solutions, this report offers actionable insights and practical strategies to help organisations meet and exceed these new demands.

Carlos Doughty, CEO & Sales Enablement Course Instructor, LXA



Foreword

The sales landscape is undergoing a profound transformation, driven by shifts in buyer expectations, rapid technological advancements, and the increasing complexity of decision-making processes. Buyers today are more informed, empowered, and self-sufficient, conducting extensive research and favouring digital-first, self-service journeys.

This evolving behaviour has raised the bar for sales teams, requiring them to deliver hyper-personalised, value-driven interactions that resonate with diverse stakeholders. As this report highlights, the ability to meet these expectations has become a critical differentiator in the modern sales environment.

At Allego, I've had the privilege of observing these changes up close. Technology—particularly AI-driven sales enablement solutions—has emerged as a pivotal force in addressing the challenges sales teams face. From anticipating buyer needs and streamlining workflows to delivering just-in-time learning and creating dynamic, tailored content, these innovations are reshaping how organisations approach sales.

The results are undeniable: shorter sales cycles, improved win rates, and more meaningful interactions for both buyers and sellers. However, success is not just about adopting new tools—it's about enabling people. Sales coaching and continuous skill development remain vital in helping sellers adapt to the demands of modern buyers while building strong, lasting relationships.

This year, we are proud to partner with LXA on the State of Sales Enablement 2025 report. Together, we explore the latest trends, challenges, and opportunities defining our industry. From the rise of AI as a game-changer in sales to strategies for advancing sales enablement maturity, the insights in this report offer a roadmap for organisations looking to navigate this complex and dynamic landscape.

The findings underscore a crucial truth: the future of sales belongs to organisations that can seamlessly integrate people, process, and technology to create exceptional buyer experiences. By leveraging tools like AI to automate routine tasks, personalise content, and deliver actionable insights, sales teams can focus on what matters

most—human connection, strategic decision-making, and driving meaningful results.

I hope this report inspires you to rethink your sales enablement strategies, embrace innovation, and empower your teams to achieve new levels of performance and agility. Now is the time to act, to harness the power of technology, and to lead your organisation into the next era of sales excellence.

Deniz Olcay, Vice President of Marketing, Allego



Methodology

To provide a rich and deep review of the state of sales enablement, the report methodology involved three main phases:

Phase 1 | Desk research to review some of the most recent and relevant literature that explores themes relating to sales enablement and technology.

Phase 2 | Qualitative research, in-depth interviews with various senior client-side, agency and vendor marketing leaders across multiple sectors.

Phase 3 | An online survey of 101 respondents was conducted during November 2024. All respondents were Chiefs / Directors / Heads of sales, revenue, or marketing. 62% were from organisations with 1000 to 5000 employees, and 38% had 5000+ employees. All were from B2B organisations based in the UK (69%), France (17%), and Germany (14%). The respondent base spanned a number of industries, including financial services, life sciences, manufacturing, B2B SaaS, and professional services.

This report also contains commentary from respondents interviewed by LXA. Special thanks to Allego, the report partner, who worked collaboratively with the research team at LXA on its development.

LXA would like to thank the following people for their contributions to this report:



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Sales Landscape

A preference for independence and digital-first engagement characterises modern buyer behaviour. Our survey revealed that 78% of respondents observed a growing trend of buyers favouring self-service journeys. These buyers conduct extensive research before engaging with sales representatives, relying on digital resources such as videos, eBooks, and interactive content. This follows a continued shift year on year of buyers wishing to better educate themselves before engaging sales directly.

This shift is also reflected in the increasing complexity of buyer journeys. Deals now require an average of 12.4 touchpoints, up from 9.2 in 2023, underscoring the need for sales teams to adopt rich omnichannel-channel strategies. They must ensure they are present where the buyer is; the channels, content formats, and physical and digital engagement points.



We are constantly hearing about how there are more people in the buying cycle, businesses wanting to do crazy growth, and teams having less support.

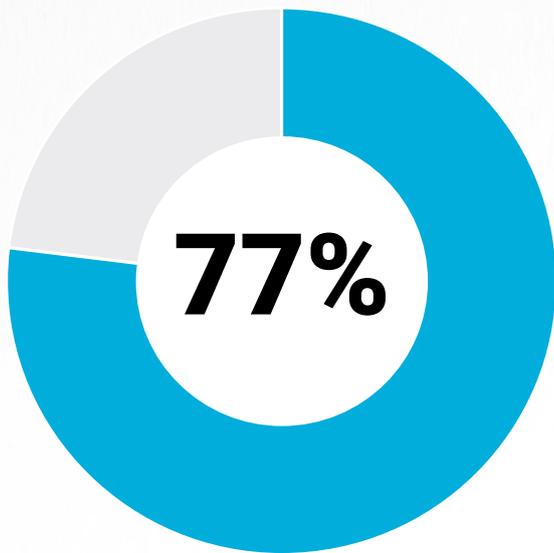
Georgina Beard, Head of Sales Enablement at SEON

Additionally, 49% of respondents reported that decision-making committees within their target accounts are expanding, requiring engagement with multiple stakeholders who often have conflicting priorities. This shift requires developing personalised content and messaging for multiple personas. Furthermore, customer expectations are rising, with 77% of respondents agreeing or strongly agreeing that customers expect richer buyer experiences, such as digital sales rooms.

“We are constantly hearing about how there are more people in the buying cycle, businesses wanting to do crazy growth, and teams having less support,” says Georgina Beard, Head of Sales Enablement, SEON

The sales landscape and buyer behaviour have significantly changed, and this is becoming increasingly more complex. This requires reimagining organisations’

sales strategies, underpinned by their commitment to optimising their sales enablement efforts. Approximately 77% of organisations agreed or strongly agreed that advancing their organisation's sales enablement strategy is key to driving their business performance.



Customers expect richer buyer experiences, such as digital sales rooms.

77% of respondents agree or strongly agree

The importance of sales enablement has grown yearly for the last two years, growing 68% in 2022 and 69% in 2023. This report further unpacks where, when, and how organisations can take their sales enablement maturity to a new level.

Sales Enablement Maturity

It's one thing to simply recognise the importance of sales enablement and quite another to define, develop, and deliver a robust sales enablement strategy. To quantify an organisation's maturity each year, LXA benchmarks the market using its sales enablement and sales operations framework, which consists of 5 'P' pillars.

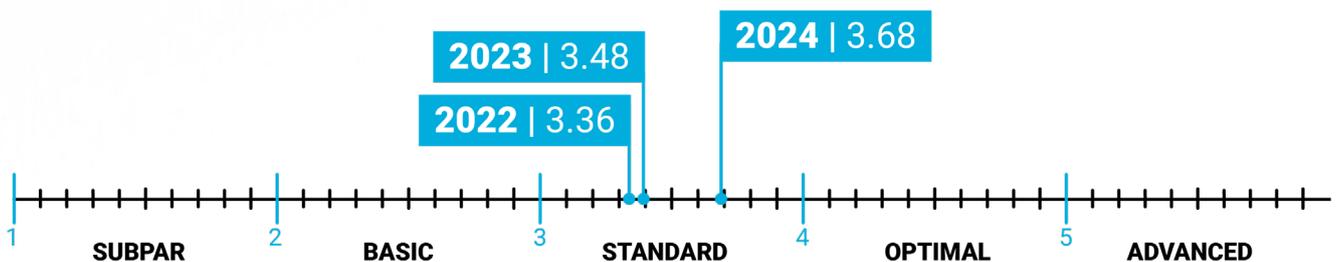
Planning & Strategy	The extent to which an organisation's sales enablement strategy, initiatives and roadmap align with its customers, buyer journeys, and business goals.
Process & Operations	The extent to which an organisation has the sales and data governance, measurability, content planning, sales messaging and campaign process that underpins our organisation's sales strategy, and sales enablement activities.
People & Teams	The extent to which an organisation is well-resourced to deliver sales enablement initiatives. And the extent to which our organisation can support sales enablement expertise development, recruitment and onboarding, training, and coaching.
Platforms & Technology	The extent to which an organisation has the technology and tools needed to deliver the sales strategy. As well as the level to which the sales stack is integrated and managed and the tools adopted by the team.
Pioneer & Pilot	The extent to which an organisation is up to date on market trends, can react to changes in buyer behaviour and customer trends, can assess and experiment with new sales technologies, and has the agility to adapt rapidly to new sales patterns.

The maturity level for each area ranges from 1 to 5:

1. Subpar
2. Basic
3. Standard
4. Optimal
5. Advanced

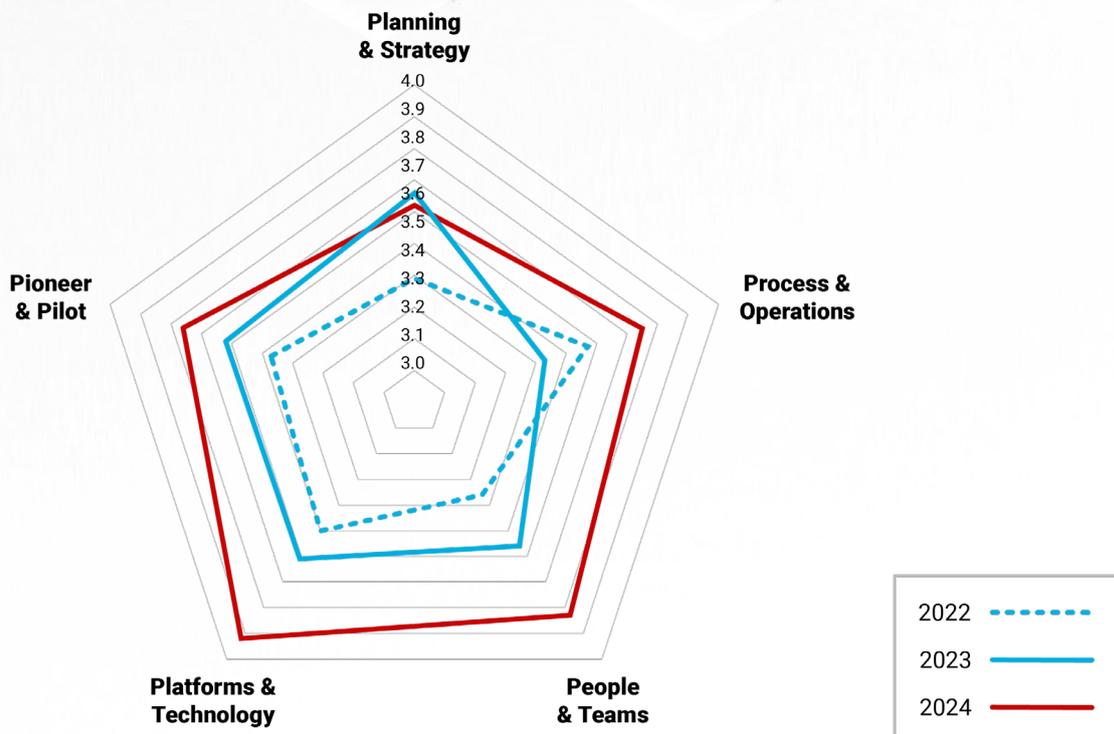
The last three years of market survey data demonstrate that sales enablement is a rapidly maturing profession, moving from 3.36 in 2022 to 3.48 in 2023 and 3.68 in 2024. The mark is closing in on the 'Optimal' level of maturity.

This change in maturity is predictable when you consider how popular the discipline has become, the evolution of new enablement communities, new tools launched and capabilities advanced, and organisations pushing this up the agenda.



In 2023, “Sales Enablement Specialist” was the 6th fastest-growing job title on [LinkedIn](#), indicating a substantial increase in demand and importance for the profession. We are perhaps seeing the ripple of this playing out now. Especially when looking at survey data, highlighted in 2022 and 2023, organisations listed lacking staff/resources as one of the top 5 barriers to advancing their maturity. For the first time in 2024, this did not appear as a major barrier. With more, better-qualified staff, it’s fair to assume this would drive maturity.

Except for Planning and Strategy, all pillars of sales enablement have advanced on years prior, particularly on people and teams, 3.73 (2024) vs 3.46 (2023) and 3.26 (2022). This pillar’s regression in maturity may reflect the increasingly challenging buyer landscape cited earlier. AI is also reimagining sales strategies that require significant advancement.



The Platform and Piloting pillars are both maturing, which likely relates to the explosion of AI capabilities and a strong appetite to leverage the promise represented by embedding AI-enabled tools at the core of organisations' ways of working. We will cover this area more extensively later in this report.



Advancing sales enablement maturity requires a strategic embrace of AI as a core enabler. AI-driven tools empower organisations to analyse data at scale, anticipate buyer behaviour, and deliver hyper-personalized experiences across every touchpoint. Core use cases like AI-driven coaching help managers save time while delivering targeted, high-impact feedback to their teams. Reps benefit from AI's ability to save time by streamlining content discovery, ensuring they can quickly find the right materials when needed. AI also drives adoption by personalising learning paths and delivering tailored content that aligns with each rep's unique needs and learning preferences. Additionally, AI helps correlate enablement activities to measurable business outcomes, providing leaders

with insights into ROI and the impact of their strategies. On the buyer side, AI enables organisations to curate digital buying experiences that engage decision-makers and provide value at every step of the journey. By integrating AI into strategic planning, businesses can streamline operations, drive agility, and unlock deeper insights, positioning themselves to adapt and thrive in an evolving sales landscape.

Deniz Olcay, Vice President of Marketing, Allego

Barriers to sales enablement maturity

While there is a strong advancement in enablement maturity at a macro level, there are significant barriers to further advancing maturity. Key challenges identified by survey respondents include:

- **Data quality/integration issues:** 27% cited difficulties consolidating data from disparate systems, creating workflow challenges and inaccurate data. This has been an issue for the last two years; 23% of organisations listed this issue in 2023 and 35% in 2022. The growth in the availability of data and tech stacks strongly contributes to this issue, as does the complexity of data modelling and architecting. We anticipate this will also remain a challenge in next year's report.
- **Budget constraints:** 25% of organisations highlighted limited budgets as a significant barrier to building their maturity. In the previous year, 26% cited the same issue. This partly explains respondents' claims that they lack the necessary sales technologies because they lack the budget.
- **Siloed departments (knowledge, ways of working, content, etc.):** 18% reported that misaligned processes between departments create friction and reduce overall effectiveness. As organisations advance their enablement, the natural progression is that they begin to think not just of sales enablement but of revenue enablement. Modern enablement means thinking holistically, ensuring seamless processes, content, working methods, and more across departments.

- **Inability to effectively measure sales performance:** 18% of organisations say one reason they may be unable to access the budgets they desire is that they cannot effectively measure sales performance. Ironically, a greater budget may provide the funds to invest in technologies and processes to achieve this.
- **Lacking the necessary sales technologies:** 17% of respondents report they lack the required sales tech. There has been an explosion in new tech capabilities, namely AI-enabled tools, leading to organisations seeking new innovative tools that may explain this.

Case Study: TIAA and Nuveen Boost Efficiency with Allego's Consolidated Platform

TIAA and its investment manager, Nuveen, faced the challenge of delivering training and education to a global workforce of over 15,000 employees and 6,000+ partners. With multiple platforms creating inefficiencies and information silos, the need for consolidation was clear.

By implementing Allego, TIAA streamlined its systems, consolidating resources like the Nuveen website, Knowledge Exchange, and the company intranet into one unified platform. This transition eliminated duplication, reduced manual processes, and provided a centralised hub for all learning needs.

The results were significant. Allego's product storefronts offered 24/7 access to curated and engaging content, including formal learning, on-demand resources, and peer coaching. The platform also provided real-time metrics and divided content into key categories like proficiency level and relevance, empowering users to access the materials they needed quickly.

Aaron Henry summed up the impact:



“

“Let's Allego it! It's the solution of choice for enabling transformation.”

Aaron Henry, Director of Enterprise Learning & Development at TIAA

Through Allego, TIAA achieved greater efficiency, empowered its partners, and fostered a culture of continuous improvement. Consolidating systems into a single platform has positioned TIAA as a leader in scalable, compliant, innovative learning solutions.

Sales Teams: Humans & AI Agents

Integrating AI into sales operations and its enablement in functions such as automating workflows, drafting email copy, and performing sales intelligence research is transforming team dynamics. It enables greater efficiency while complementing human expertise.



“Allego customers are leveraging AI in powerful and practical ways to drive productivity, improve sales execution, and accelerate rep growth. For example, AI-powered search helps reps quickly discover the right content and insights at critical moments, whether preparing for a meeting or responding to a buyer’s question. Sales teams also use AI-driven simulations to practice lifelike selling scenarios, improving their skills and confidence without requiring extensive manager time. Additionally, AI analytics streamlines post-call follow-up by delivering actionable insights, helping reps prioritise next steps and close deals faster. These use cases highlight how AI is not replacing sales teams but enhancing their effectiveness and enabling them to focus on high-value activities”.

Deniz Olcay, Vice President of Marketing, Allego

We explored the degree to which AI will augment or replace humans. Our survey revealed that 41% of organisations expect 5%-25% of sales roles currently occupied by humans to be replaced by AI agents in the next 24 months. Additionally, 54% of organisations expect 26%- 75% of sales roles to be replaced. Nvidia’s 2024 Q3 earnings report echoes this shift: “...we’re starting to see enterprise adoption of agentic AI really is the latest rage” ([source](#))

Time will tell exactly to what degrees roles are replaced, are augmented, or whether new types of roles are created.

Ben Purton, Senior Director, Leader of Enablement for GSP, International & Public

Sector GM Group, RingCentral, fully embraces AI in his ways of working:

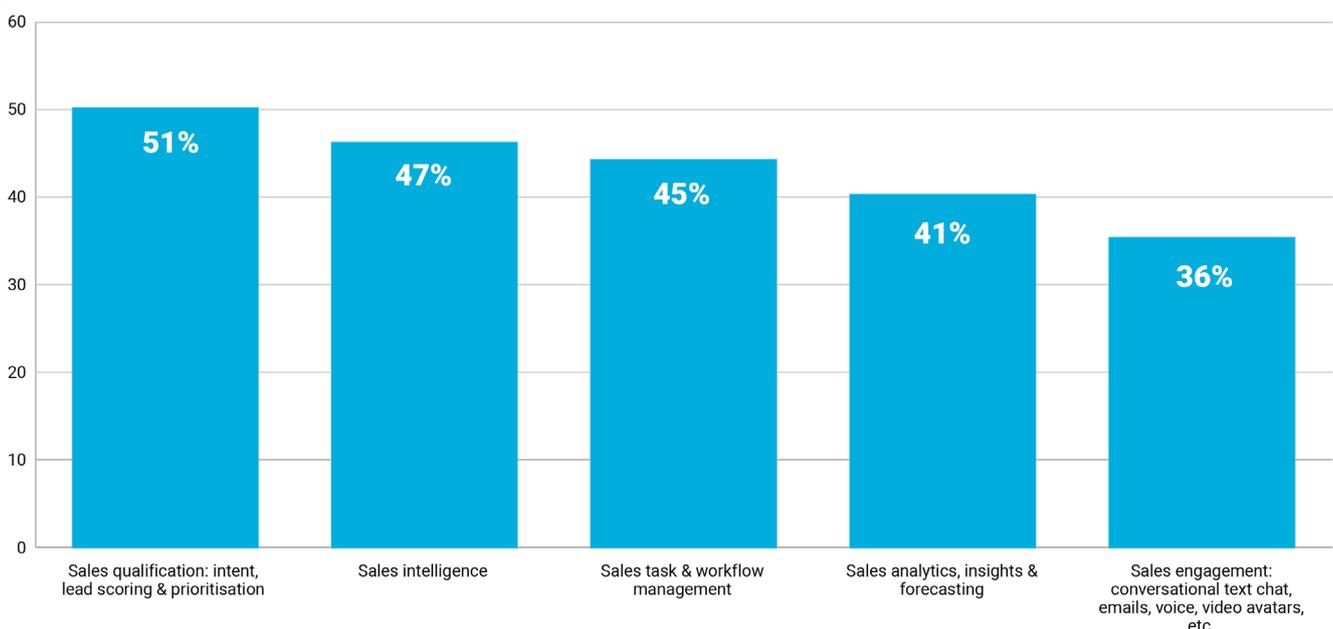


“AI saves me loads of time. Tasks that used to take hours—like writing role plays—now take minutes. AI tools allow me to focus on critical thinking and quantifying the value of simple projects, which is key to keeping enablement alive. And with AI-driven tools, I can tailor role plays, demos, and training materials in seconds, freeing up time for impactful work.”

Ben Purton, Senior Director, Leader of Enablement for GSP, International & Public Sector GM Group, RingCentral

What is clear is that AI sales capabilities are already incredibly powerful. Rather than looking at AI replacing roles directly, reviewing the functions and tasks it may absorb is helpful to understand where organisations should be using tech vs elevating the sales team’s skills.

When organisations were asked what functions AI agents will occupy in the next 24 months, these ranked as the top 5:



Organisations are already operating with AI across these five core functions to some degree, so these areas will likely become fully agent-owned as AI capabilities continue to advance.

Case Study: Agilent Technologies Saves Time and Boosts Sales Efficiency with Allego

Agilent Technologies, a global leader in life sciences, diagnostics, and applied chemical markets, faced significant challenges in its sales operations. With a product-centric approach, fragmented sales channels, and difficulty accessing content and delivering training post-COVID, the company sought a solution to streamline processes and drive efficiency.

After consolidating six systems under Allego's all-in-one sales enablement platform, Agilent revolutionised its sales strategy. The platform empowered the sales team with mobile-friendly tools, AI-driven coaching, curated content workflows, and real-time notifications. By digitising the sales process, Allego enabled Agilent to transition from a product-centric to a market-centric approach.

One standout achievement was a 2-hour weekly reduction in non-selling time per representative, a game-changer for sales productivity. The time saved allowed sales reps to focus on what matters most—building customer relationships and driving revenue.

Agilent also leveraged Allego's advanced analytics to optimise engagement. Features like content usage tracking, event prospecting via QR codes, and customisable marketing templates significantly enhanced efficiency and customer interaction.

The results speak for themselves: a 15% average incremental sales growth across training pilots, with some product lines seeing up to 28.5% growth. Each pilot generated an additional \$250,000 in revenue for teams of just ten reps.

By adopting Allego, Agilent saved valuable time and empowered its salesforce to deliver a customer-centric experience, driving operational efficiency and impressive revenue growth.

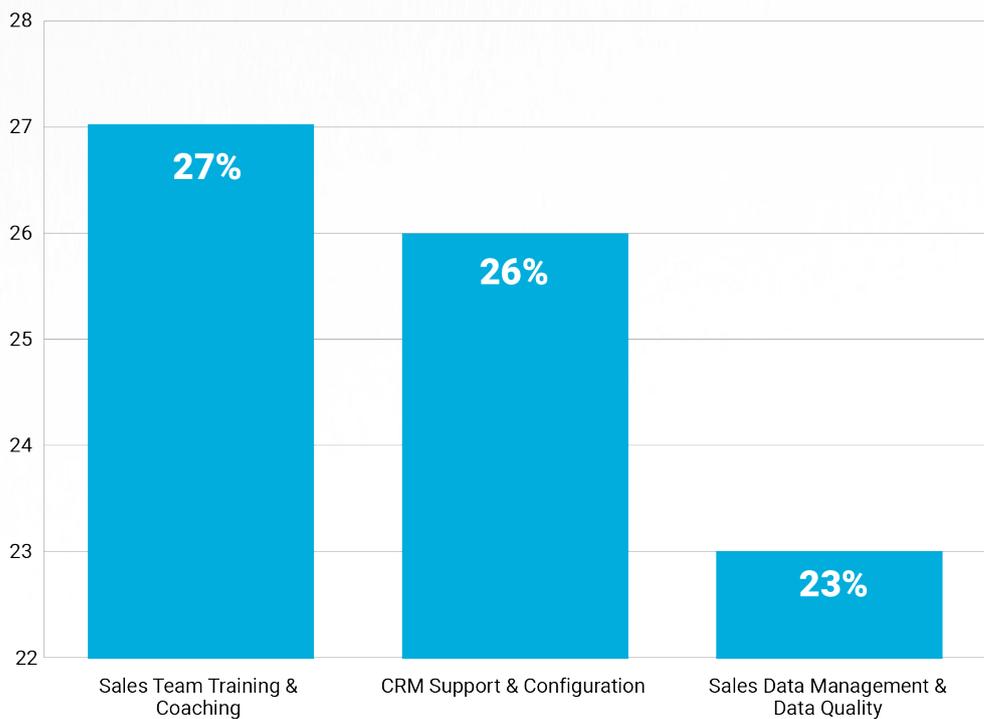


“We consolidated everything under one commercial organisation, eliminating multiple platforms and replacing them all with Allego. This streamlined operations and saved each sales rep two hours of non-selling time per week. Through targeted pilots, we achieved a 15% higher growth rate for reps trained on Allego, generating an additional \$1 million in revenue across four pilots.”

Don Gage, Director of Commercial Training and Enablement,
Agilent Technologies.

While we may debate to what degree AI will replace a role of function, a focus on elevating key sales competencies is critical.

The report uncovered the following to be the top 3 of focus for training and development for organisations in the past year:



“

“Allego customers are using AI-powered sales coaching to transform how their teams learn and develop critical selling skills. By leveraging AI, managers can provide personalised, real-time feedback at scale, helping reps refine their conversations and improve performance faster than traditional coaching methods. AI tools also identify skill gaps and deliver tailored training content, ensuring reps receive the support they need exactly when needed. This approach accelerates skill development and frees managers to focus on higher-level strategic priorities, driving greater team-wide effectiveness.”

Deniz Olcay, Vice President of Marketing, Allego

The last two competencies listed directly connect overcoming the biggest barrier to

78%

of organisations agree sales competency, learning and development are underpinned by personalised training.

71%

organisations also feel another secret ingredient to effective sales performance is just-in-time training and live coaching.

sales enablement maturity listed earlier: 'Data quality/integration issues'.

A commitment to upskilling and reskilling in these areas can help lead to a more seamless flow of workflows and leads between systems, improving data quality. However, when asked about competencies for the year ahead, both were still listed in the top 3. Also on the list: CRM support and configuration (25%) and sales data management and data quality (22%). This suggests that while the commitment exists, improving performance in these areas is no easy feat.

Regardless of sales competency, learning and development are underpinned by personalised training, say 78% of organisations, up from 77% in the previous year. 71% of organisations also feel another secret ingredient to effective sales performance is just-in-time training and live coaching. This is a view shared by Carlos Doughty, CEO & Sales Enablement Course Instructor, LXA:



“Practical situational training that wraps around the role of the learner is key to upskilling. The best type of personalised training is training inflow of the role.”

Carlos Doughty, CEO & Sales Enablement Course Instructor,
LXA

As selling in an AI era continues, the criticality of AI sales literacy (such as prompt engineering) will be key for every sales professional to remain relevant

and competitive, say 70% of organisations. And this is natural. AI is creating new ways of working, as well as helping sales teams with customer research, prospect engagement, sales performance analysis, and hyper-personalising the buyer experience.

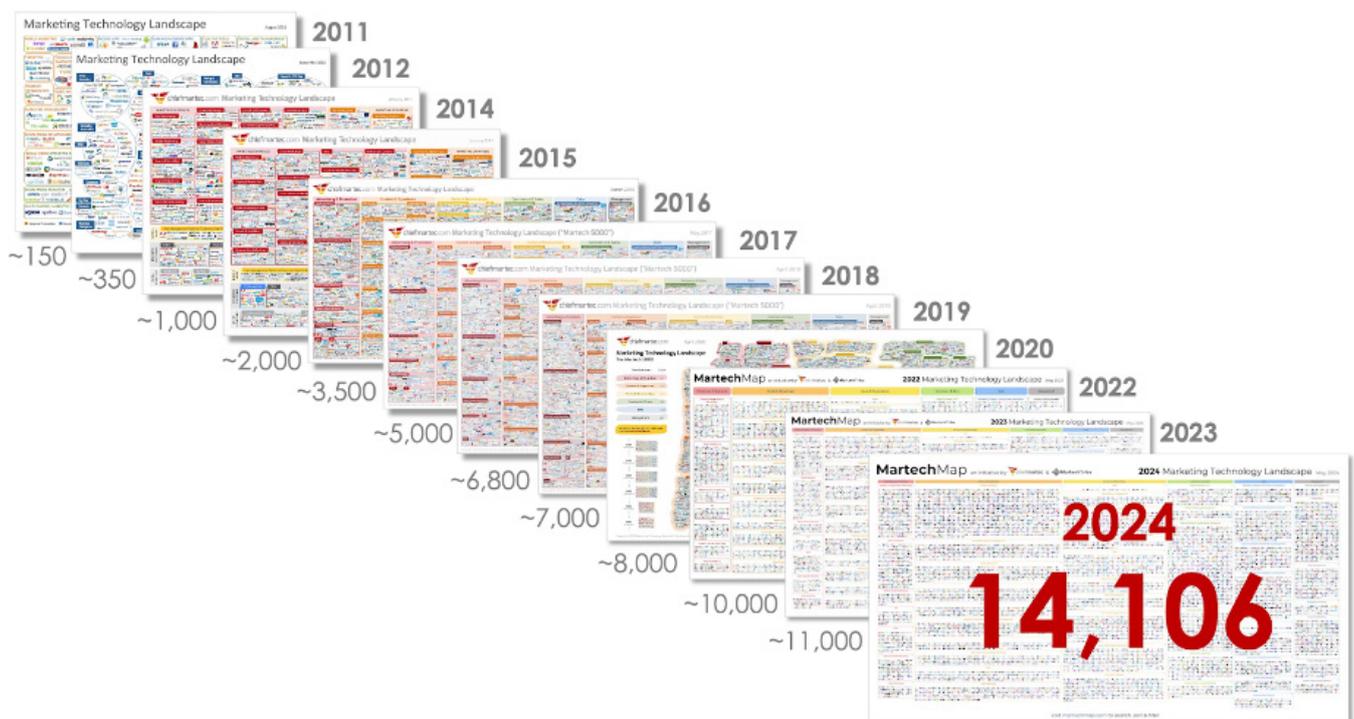


“Allego customers are leveraging AI-powered sales simulations to provide their teams with practical, hands-on training that mirrors real-world scenarios. These simulations allow reps to practice conversations, refine their messaging, and build confidence in a risk-free environment. By adapting to the unique needs of each individual, AI ensures that the training is both personalised and highly relevant to the rep’s role. This approach not only accelerates learning but also enables teams to be better prepared for the complexities of today’s buyer interactions, ultimately driving stronger sales performance.”

Deniz Olcay, Vice President of Marketing, Allego

Sales Tech Stack

A powerful sales stack underpins sales enablement excellence, but navigating the complexity of tools to choose from is particularly challenging. This is especially true if you consider the complete customer experience and the multitude of toolsets across sales, marketing, enablement, and workflow operations. Scott Brinker's latest martech landscape has reached over 14k possible solutions.



Sophisticated organisations are committed to thinking end to end of the customer experience and departmental workflows that drive exceptional sales experiences.

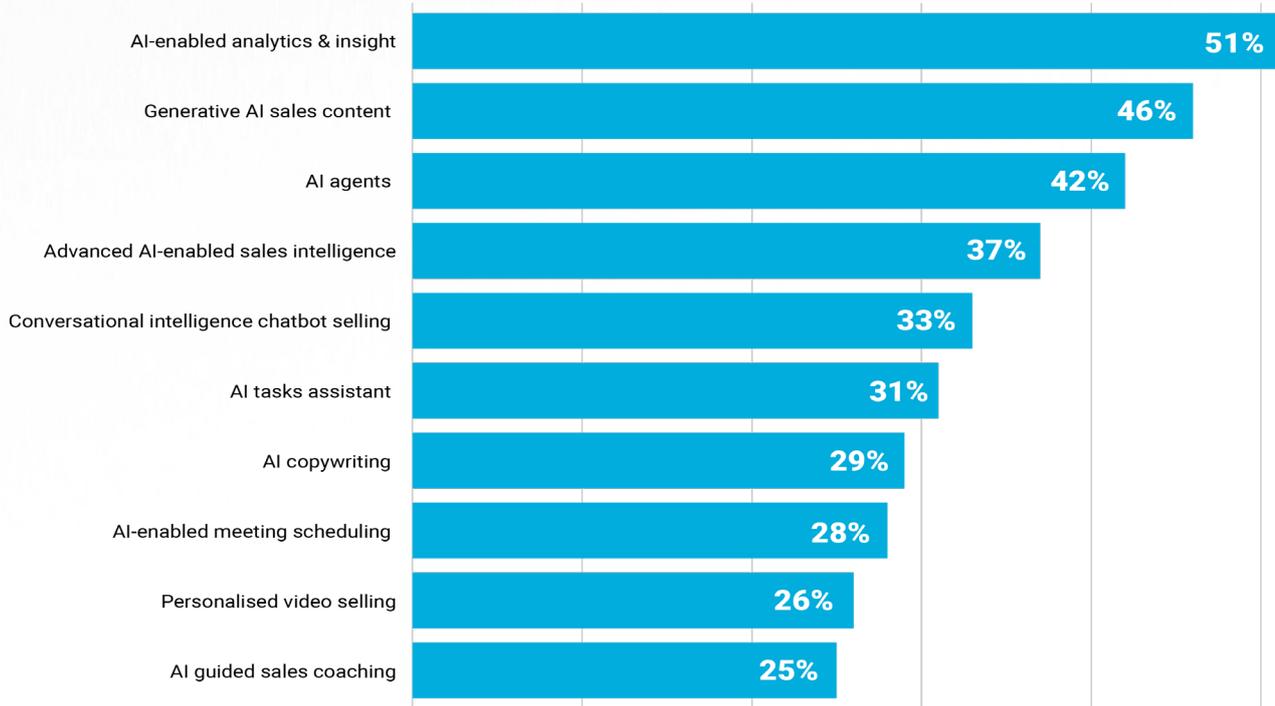
Unpacking the tech landscape more, as cited earlier, there is no question AI is transforming and advancing sales tools as we once knew them.

This, in part, explains a strong appetite for organisations to invest in platforms, including:

Sales Automation	48% looking to streamline flows of data, tasks, communications, and workflows. A view supported by Tim Lancelot, Head of Sales Enablement at MHR, “If we’re going to create efficiency, we’re going to struggle to do it without data automation.”
Data Sourcing Tools	47% investing in new data sets to enrich or provide access to fresh data sources, expanding outreach efforts.
ABM	46% committed to adding or upgrading their ABM platform to advance ICP development, personalisation, and messaging efforts.
AI Agent Platform	As covered earlier, 45% are investing in AI agent tools to augment and replace sales functions. This will be a particularly interesting space to pay attention to, especially given the investment size. CBInsights M&A investment tracking of pure-play AI agent companies shows strong growth YoY. Most recently and notably, 11x received an investment of \$50m, Attention \$12m, and Nooks \$43m.
Video Selling	40% are switching focus to video selling, using digital twins and avatar sales reps. Interestingly, the same AI capabilities are being used in sales training and onboarding.
Sales Enablement	1 in 3 organisations are also investing in upgrading their sales enablement platform. This is the heart of the sales stack engine, so it is natural to see this level of demand. This is supported by some 72% of organisations that strongly agree/agree. As one respondent said, “Our sales maturity would be significantly advanced by introducing, or better managing, a sales enablement platform.”

Regardless of the tool used, 69% of organisations say, “Harnessing the power of artificial intelligence will drive efficiency and effectiveness of our sales team performance.”

Specifically, in the next 12 months, the following AI capabilities are expected to be of focus:



Measuring Sales Enablement Effectiveness & Advice for Driving Maturity

The final part of our report reviewed how organisations measure sales enablement and sales operations effectiveness, which provided somewhat predictable results:

- Increase in sales productivity KPIs / Return on time (ROT) - 51%
- Increase in new business / Increase return on investment (ROI) - 47%
- Uplift in customer retention / Reduced customer churn, increased customer repeat rate - 44%

Interestingly, the top 3 answers focused on the impact on the bottom line, not just 2nd- or 3rd-degree KPIs. This reflects the discipline's mission-criticality to business success.

We asked other market experts to share their advice to continue to advance sales enablement and move to a more advancing approach of revenue enablement.



"Start with onboarding. What's that experience like? How can we make it the best experience better than your competitors for when a seller joins your organisation?"

"Define your mission at the start... If you don't know where you're trying to get to, you probably won't get there."

"Focus on enabling sellers to be more effective and efficient. If all you're doing isn't helping either of those things, why are you doing it?"

Tim Lancelot, Head of Sales Enablement, MHR



“Work out what the most pressing need is and dedicate your time accordingly.”

“You don’t have to do this on your own. Even as a solo enabler, you are still part of an organisation. Find your sidekicks who support the work you’re doing.”

“Balance is not something you find; it’s something you create. It’s planned, intentional, and requires continuous adjustment.”

Georgina Beard, Head of Sales Enablement, SEON



“Be bold and push your C-level staff. If you don’t, they’ll see you as expendable.”

“Use your network—bringing in external expertise isn’t a sign of weakness but a strength.”

“Move some of your projects into quantifiable metrics to ensure leadership understands enablement’s value.”

“ROI is more important than ever before. You have to show, claim, and defend your impact with data.”

Ben Purton, Senior Director, Leader of Enablement for GSP, International & Public Sector GM Group, RingCentral



“Sales enablement is like the GPS for your sales team—it guides them to their destination (revenue!) with precision, but only if you keep it updated and user-friendly. Here’s my advice to ensure your strategy doesn’t just keep up but stays ahead of the curve:

Align Like a Pro: Sales + Marketing = Dream Team: Think of

sales and marketing as the ultimate buddy-cop duo. When they work together, magic happens. Ensure your enablement strategy fosters collaboration between these teams, from shared goals to integrated content strategies. After all, no one likes a rogue agent with outdated tools!

Invest in Training That Sticks: Training isn't a one-and-done event; it's an ongoing journey. Create programs that are engaging, practical, and tailored to real-world challenges. Think bite-sized learning modules, gamification, or even role-playing scenarios (because who doesn't love pretending to be a customer now and then?).

Leverage Technology Without Overloading: Enablement tools are fantastic—until they feel like a second job. Be intentional about the tech you choose. Focus on platforms that simplify workflows, provide actionable insights, and integrate seamlessly with your existing systems. Remember: tools should empower your team, not overwhelm them.

Content Is King, But Relevance Is Queen: Your sales team doesn't need more content; they need the right content at the right time. Audit your resources regularly to ensure they're tailored to buyer personas, sales stages, and current market conditions. Bonus points if you make them easy to find—nothing kills momentum like a scavenger hunt for that perfect case study.

Measure What Matters: Data is your best friend in sales enablement (even if it sometimes feels like frenemies). Track metrics that truly reflect impact—like win rates, ramp times, and content usage—and use those insights to refine your strategy. Celebrate wins and learn from losses; both are valuable teachers.

Don't Forget the Human Touch: At its core, sales enablement is about empowering people—your sales reps and your buyers alike. Build a culture of support where reps feel heard, motivated, and equipped to succeed. A little recognition goes

a long way in driving engagement and performance. In short, keep it aligned, keep it relevant, keep it human—and don't forget to have a little fun along the way! After all, an empowered sales team isn't just more productive; they're also more confident and ready to crush their targets."

Michaela Jones, Sales Enablement & Training Manager,
Vodafone Business

Case Study: GE Healthcare Boosts Efficiency with Allego's Smart Panels

GE Healthcare, a leader in medical technologies, sought to enhance its learning and development programs to better serve its workforce. With over 1,500 user accounts already active and plans to double that by year-end, the challenge was clear: to deliver a streamlined and impactful learning experience while managing a vast and diverse content library.

Partnering with Allego, GE Healthcare implemented smart panels to revolutionise its learning platform. These visually engaging and intuitive tools allowed employees to quickly access targeted content, enabling more efficient learning in the flow of work. Reflecting on the impact, Kevin Clemence, a leader in GE Healthcare's learning organisation, noted:



“Clearly, at GE Healthcare, we love our smart panels and plan on using them for the foreseeable future. They’ve helped us organise our content visually and achieve what leadership was after—delivering a great learner experience.”

Kevin Clemence, Learning Leader, AI Technologies, GE HealthCare

Smart panels also transformed the onboarding process for new Allego administrators. Kevin led the creation of a dedicated training channel featuring bite-sized how-to videos, saving time while fostering collaboration and knowledge sharing.

With Allego's tools, GE Healthcare has not only saved time but also empowered its workforce with innovative and accessible learning solutions, positioning itself as a leader in modern workforce training.

Case Study: The Hillman Group Cuts Onboarding Time by 50% and Boosts Sales Efficiency with Allego

The Hillman Group, a leading manufacturer and distributor of hardware solutions, faced critical inefficiencies in its sales enablement process. With a fragmented content management system, a cumbersome onboarding process, and limited visibility into customer engagement, the company needed a streamlined solution to improve sales productivity and training effectiveness.

By implementing Allego's all-in-one sales enablement platform, Hillman transformed its approach to onboarding, training, content management, and customer collaboration. Allego provided a structured 180-day onboarding program featuring five job-specific courses and 65 role-based videos, cutting ramp-up time from six months to 90 days or less.

Hillman also replaced SharePoint's disorganised file storage with 23 product-specific and 11 sales promotional channels within Allego, enabling real-time access to critical sales materials. This shift reduced content requests from customer service and sales teams by 74%, freeing up time for higher-value activities.

A key innovation was the adoption of Allego's Digital Sales Rooms, which provided dedicated customer-facing hubs for product launches and sales materials. These virtual sales environments generated over 11,389 external views, with one resource page alone amassing 2,400+ views—demonstrating the effectiveness of personalised, on-demand content.

The Results Speak for Themselves:

Onboarding Acceleration: Reduced ramp-up time by 50%, getting new hires productive in 90 days or less.

Content Efficiency: Cut internal content requests by 74%, allowing sales teams to focus on revenue-driving activities.

Centralised Content Management: Replaced SharePoint with Allego's structured content channels, improving sales and marketing alignment.

Enhanced Customer Engagement: Digital Sales Rooms achieved over 11,389 views, providing prospects with immediate access to relevant resources.



"Allego is the single point of truth for everything at Hillman. It's the hub that gets you anywhere else you want to go."

Mark Lonzo, Director of Sales Development, The Hillman Group

By leveraging Allego, The Hillman Group not only optimised its sales enablement strategy but also empowered its teams with streamlined workflows, improved collaboration, and data-driven customer engagement—positioning the company for long-term success.

About Allego

Allego is the leader in modern revenue enablement technology. With Allego, you'll ready more confident teams, curate impactful content, and engage buyers effectively—all within a unified suite. What sets Allego apart is the company's expertise in driving adoption across revenue teams to foster alignment and knowledge sharing in the flow of work. This results in up to 50% reduction in software spend, 50% shorter sales cycles, and 45% higher win rates, propelling revenue growth. Learn more about how Allego can transform your sales enablement into a growth-driving powerhouse at www.allego.com.

About LXA

At LXA, we believe that your marketing and sales team's knowledge and skills should never stand still. Just like software, staying current means running the most up-to-date version of your operating system.

We are committed to the continuous development of capabilities and competencies for marketing, sales, and technology professionals. Our mission is to deliver immersive learning experiences that drive deeper engagement through multi-format content, hands-on project work, and interactive scenarios.

Our clients benefit from our broad range of courses, instructor-led online workshops and marketing learning library of on-demand content.

With over 500+ learning programmes delivered to a global network of 200,000+ professionals across leading brands, agencies, and consultancies, we are proud to shape the future of marketing excellence.

Join us to unlock the full potential of your team's marketing capabilities and propel your business forward. #KeepUpgrading with LXA to empower your team to thrive in the digital era.

Learn more at lxahub.com