



The 2026

STATE OF SALES ENABLEMENT

HOW PROCESS ACTUALLY RUNS.

WHERE IT BREAKS.

WHAT WORKS AT SCALE.

EXECUTIVE SUMMARY

Sales enablement is no longer a **support function**. It is the operating system for modern **revenue teams**.

Yet most organizations still treat enablement as training events, content libraries, and tools layered on top of broken workflows. **This report exists to clarify what actually matters and what it's costing you not to change.**

A defined process ≠ an adopted process.

- 89% have a defined process. Only 36% see it followed consistently.
- Deals break at strategy and discovery, not at close.
- Inspection frequency predicts quota attainment more than any other factor.
- Reps want to follow a process. Managers are too stretched to enforce it.
- 55% of reps don't see value in the tools they're given.
- AI is accelerating execution, but not fixing broken systems.
- High-consistency teams hit quota at 3x the rate of low-consistency teams.
- Industry leaders concentrate on a small number of events and communities.

Enablement works when it becomes part of the system, not an overlay.

AT A GLANCE

PROCESS EXISTS - ADHERENCE DOESN'T

89% defined. Only 36% consistently follow it.

CLOSING TACTICS MATTER LESS THAN WE THINK

Deal Strategy is the #1 breakdown point across all deal cycles.

INSPECTION IS THE HIDDEN LEVER

6.3x quota gap between least and most inspected teams.

YOUR REPS ARE WILLING. MANAGERS ARE STRETCHED.

Enforcement drops off sharply when managers support 6+ reps.

TOOLS FAIL WITHOUT WORKFLOW FIT

Workflow-embedded guidance = 2x quota vs. docs and wikis.

AI IS INCREMENTAL - NOT SYSTEMIC

3.2/5 avg impact. AI accelerates process, it doesn't replace it.

SHAPING BEHAVIOR > DISTRIBUTING INFORMATION

Consistency in deal execution is strongly correlated with quota attainment.

WHAT THE BEST TEAMS SHARE

No single tool or methodology explained. The highest performing teams have clear expectation and accountability

THE ENABLEMENT SHIFT

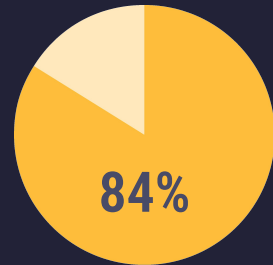
Now what...

WHO PARTICIPATED

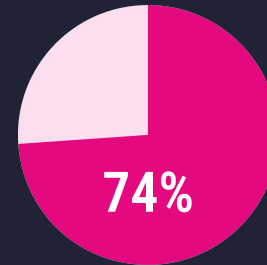
Data reflects a broad cross-section of modern revenue teams – 198 respondents and 12 in-depth interviews



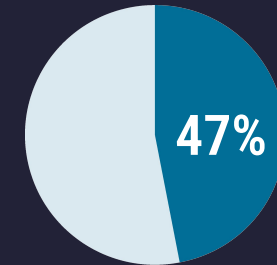
Total respondents



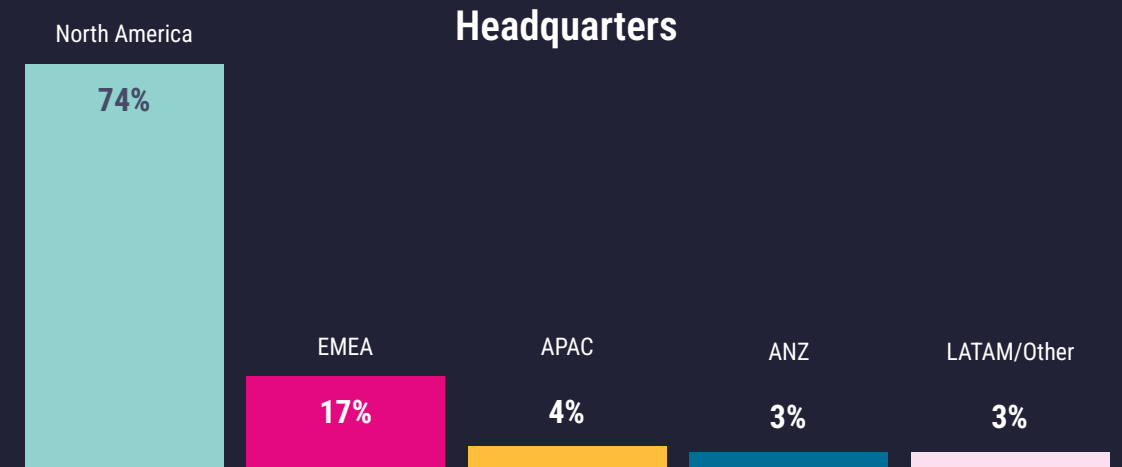
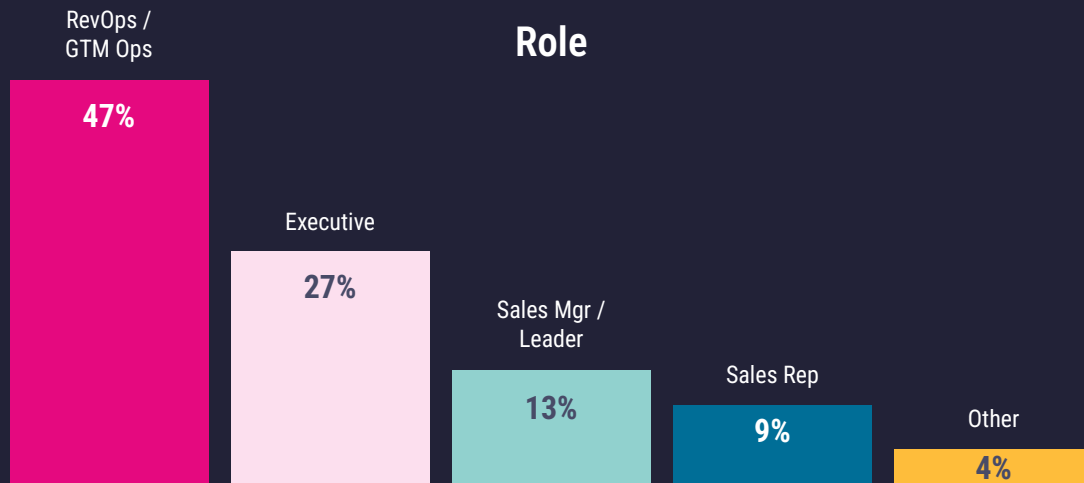
Use HubSpot



North America



RevOps / Ops role



SALES ENABLEMENT IS WIDELY DEFINED. *IT IS RARELY ENFORCED.*

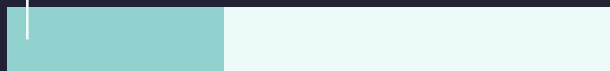
SALES PROCESS EXISTS – ADHERENCE DOES NOT.

Sales Processes

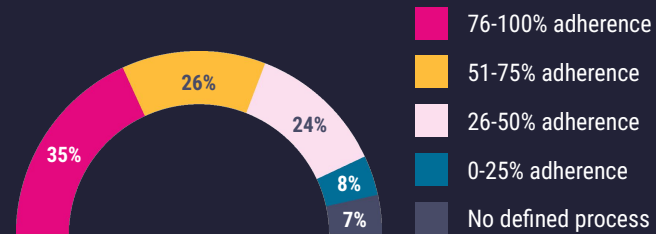
89% say they have a defined sales process



36% of reps follow a process as designed

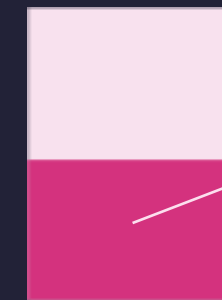


Consistent Execution



Percentage of reps following process as designed

Hitting Quotas



48%
hit quota each quarter

PROCESS DOCUMENTATION IS NOT THE PROBLEM. PROCESS ENFORCEMENT IS.

KEY INSIGHT

Process definition is no longer the bottleneck. The bottleneck is consistent execution and that is a management and workflow problem, not a documentation problem.

KEY INSIGHT

Teams with process embedded directly in their workflow have 48% higher adherence. Teams relying on docs and wikis? Only 29%. Same process. Different home. Wildly different results.

PROCESS EXISTS - ADHERENCE DOESN'T

- 89% of respondents say their sales process is at least defined (rated 3 or higher out of 5), yet only 36% say 76-100% of reps follow it as designed.
- This gap between design and execution is the defining challenge of enablement today. Process definition is no longer the bottleneck. Consistent execution is.
- Teams with high adherence share two traits:
 - Process embedded in daily workflow
 - Managers who inspect regularly

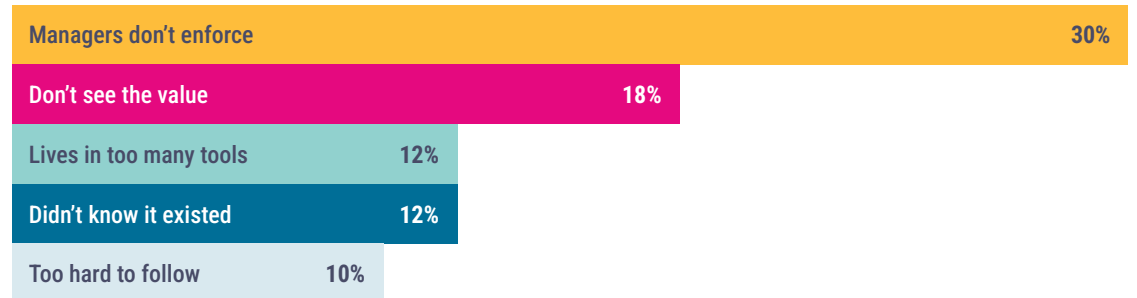
“The tool is less important than the process and the process is less important than adoption. Either the process was never determined or we told you how to use it and you just didn't do it.

– Gary Miller, Roofing Business Partners

KEY INSIGHT

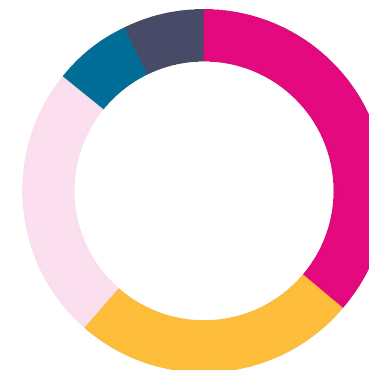
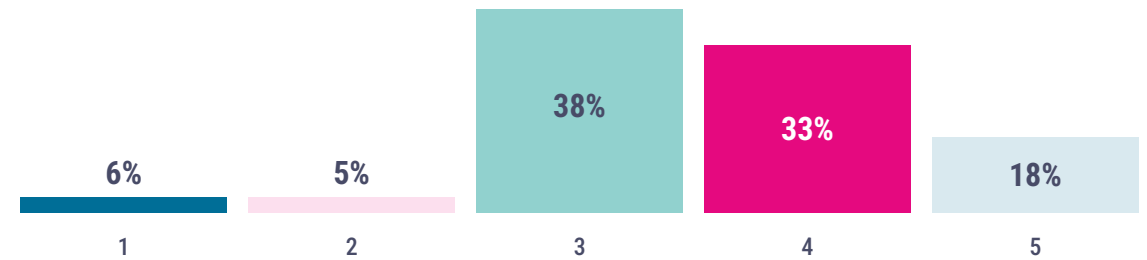
Bottlenecks: Process definition is not the bottleneck. The bottleneck is consistent execution and that is a management and workflow problem, not a documentation problem.

Why reps skip the process



Process Definition Score

On a scale of 1-5, How well defined is your sales process?



% of reps following process as designed

- 36% say they have 76-100% adherence
- 26% say they have 51-75% adherence
- 23% say they have 26-50% adherence
- 8% say they have 0-25% adherence
- 7% say they have no defined process

CLOSING TACTICS MATTER LESS THAN WE THINK

- When we asked where **deal execution breaks** down most often, the answer wasn't closing. **It was deal strategy (start of deal).**
- **Deal Strategy is the #1 breakdown point across every deal cycle**, regardless of cycle length. Pricing and approvals, handoffs, and qualification follow closely behind.
- **This means most enablement investment is aimed at the wrong stage (closing).** Teams over-index on closing skills while under-investing in strategy, discovery, and qualification where the deal is actually won or lost.



Enablement over-invests in content and under-invests in behavior change. Discovery is the most under-enabled motion.

– Scott Sobel, Aptitude 8

KEY INSIGHT

Discovery: Deals don't die at the close. They die in strategy and discovery. Enablement that focuses on late-stage tactics is potentially solving the wrong problem.

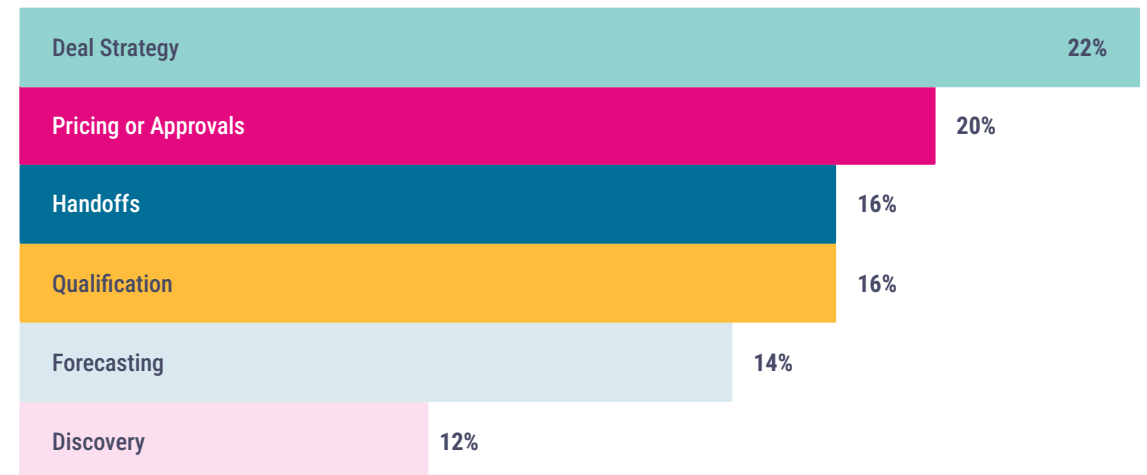
Deal Strategy

50% of all breakdowns happen in the first half of the funnel (Strategy + Discovery + Qualification)



Deal Strategy is the #1 breakdown across < 30 day, 30–60 day, and 90+ day deal cycles alike.

Where does deal execution break down most?



INSPECTION IS THE HIDDEN LEVER

- Of all the variables we tested against quota attainment, **inspection frequency** produced the most **dramatic gap**.
- Teams that consistently inspect deals against a defined process **hit quota at 6.3x** the rate of teams that rarely or never do.
- Yet most managers rely on **CRM dashboards (58%)** or **ad hoc intuition (26%)** rather than structured deal review templates, the method associated with the highest quota attainment.



C-suite often treats process implementation as a one-time fix. Without active, consistent championship from leadership, the team views the process as optional, undermining manager authority.”

– Patrick Riemers, Founder, Presult

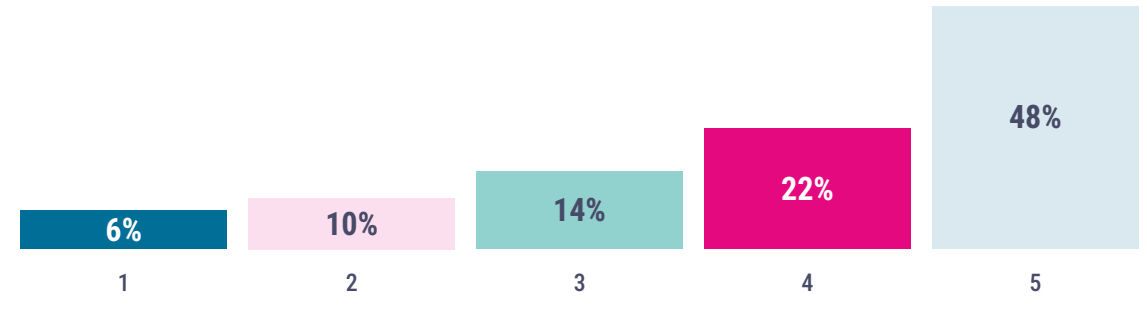
KEY INSIGHT

Structure is the difference: Deal review templates show 50% high-quota rates vs. 26% for ad hoc approaches.

How Managers Inspect Today



Inspection Frequency vs. % Hitting Quota (76–100%)



Quota Gaps



YOUR REPS ARE WILLING. MANAGERS ARE STRETCHED.

- The #1 reason reps skip the sales process is that **managers don't enforce it** (29%). Not lack of training. Not tool complexity. Enforcement.
- But managers aren't failing out of indifference. **They're stretched**. When managers support 1–5 reps, high process adherence (76–100%) is reached by 44% of teams. When that ratio climbs to 6–8 reps, adherence drops to 15%.
- And 30% of respondents don't even know their ramp time, a signal that measurement maturity is low. **Those teams hit high quota at half the rate of teams that do track it.**



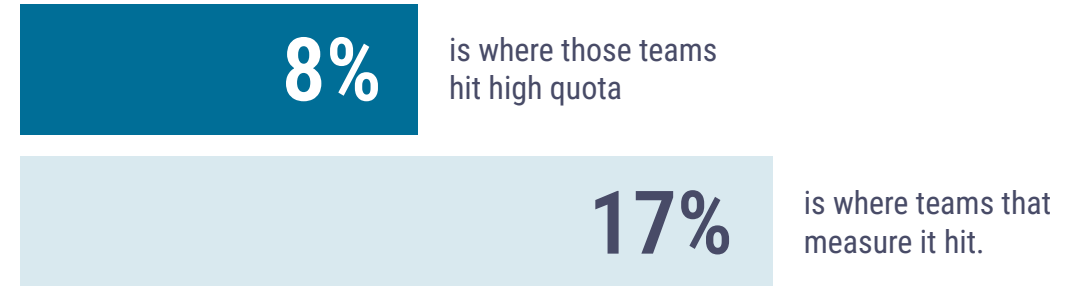
Process isn't visible enough. Managers need to follow up consistently or reps default to comfortable habits.

– Patrick Riemers, Netherlands

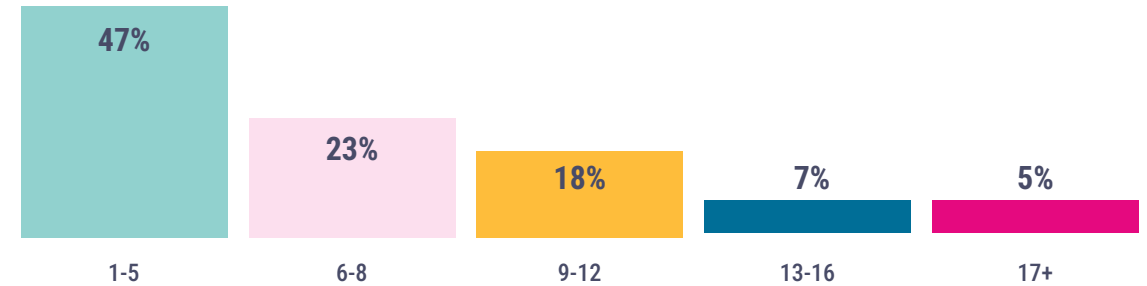
KEY INSIGHT

Capacity: The cliff at 6+ reps isn't a talent issue. It's a capacity and systems issue. Managers can't inspect what they can't systematically see.

30% of teams don't know their ramp time



Reps Per Manager vs. % with High Process Adherence



Inspection Method vs. % Hitting Quota (76–100%)



TOOLS FAIL WITHOUT WORKFLOW FIT

- **Tool sprawl is universal.** But shelfware isn't a budget problem, it's a workflow fit problem.
- **The top three reasons tools become unused:** reps don't see value (55%), managers don't reinforce (51%), and the tool isn't embedded in their workflow (48%).
- **All three are the same problem:** the tool exists outside the moment of work.
- **The data confirms this directly.** Teams with process guidance embedded in their workflow hit quota at 49%, nearly 2.5x the rate of teams relying on docs/wikis (15%) or training sessions (12%).



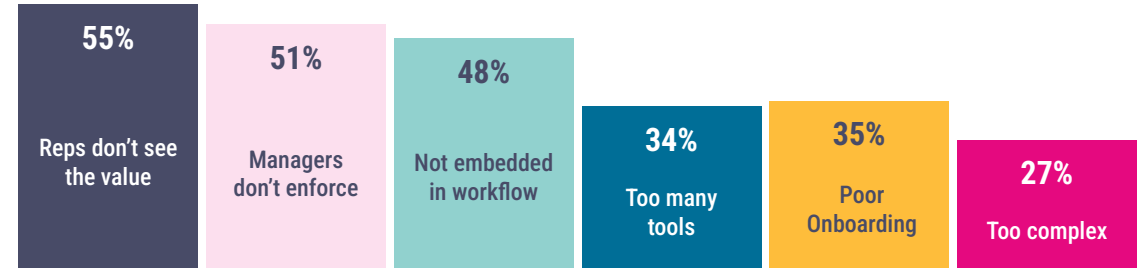
Process buried in a 75-page PDF doesn't get followed. Leaders need real-time pipeline visibility - They know what's reported in sales meetings and what reps are reporting, but it may not be the full picture.

- Harry Mayer, SEP

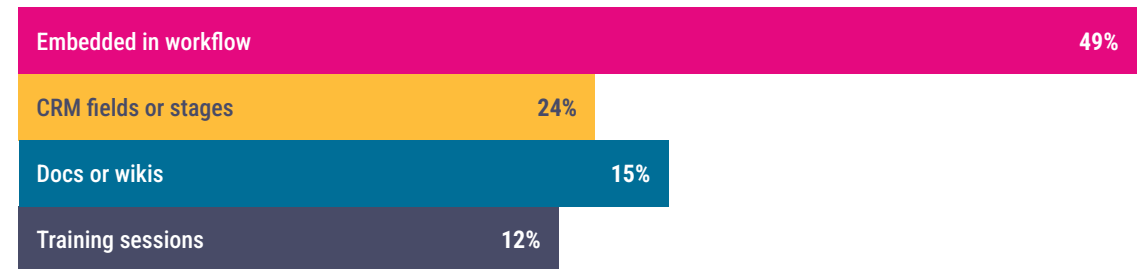
KEY INSIGHT

Templates: Deal review templates show 50% high-quota rates vs. 5% for ad hoc approaches. Structure is the difference.

Why Tools Become Shelfware (top 3 per respondent)



Where Process Guidance Lives vs. Quota Attainment



Quota Attainment



AI IS AN ACCELERATOR NOT A FIX

- **AI adoption is underway across revenue teams**, particularly in call analysis, content creation, and admin automation.
- **However, most teams described AI's impact as experimental**, incremental, and confined to specific workflows. Teams getting the most from AI shared one trait: AI was layered onto existing, enforced processes, not used to compensate for their absence.
- **AI increases speed. It does not replace systems.** AI is making individual reps faster. It is NOT fixing process adherence. Those are two different problems and the industry is confusing them.
 - High AI impact teams: 40% have strong process adherence
 - Low AI impact teams: 21% have strong process adherence

"AI without process just amplifies failure. The process must be adopted first before AI adds any real value."

– Jakub Pasik, MAN Digital

KEY INSIGHT

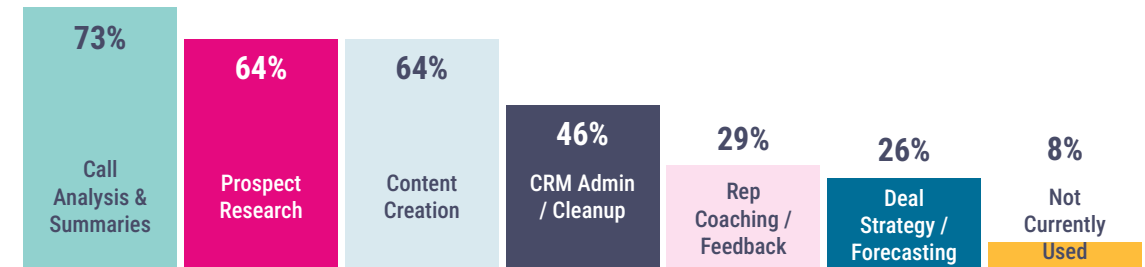
AI: The #1 place AI falls short? Not being embedded in the workflow cited by 38% of respondents. It's the exact same problem as sales process adoption. Different tool, same root cause.

Average AI Impact Score

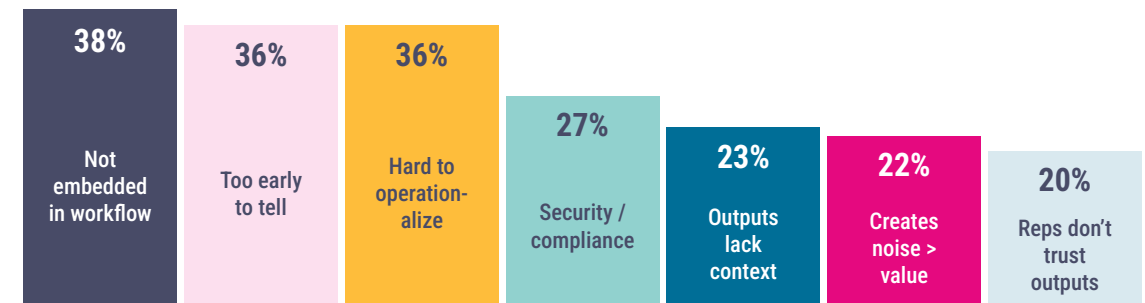
3.2/5

Average AI impact score
(1=No impact, 5=Transformational)

Where is AI actively used today?



Where AI Falls Short Today



SHAPING BEHAVIOR > DISTRIBUTING INFORMATION

- **High-performing teams** weren't running more training or deploying more tools. What separated them was execution consistency - reps running the same play, the same way, on the same deals.
- **The data makes the pattern clear.** Among teams where 76–100% of reps hit quota, 69% rated their deal execution consistency a 4 or 5 and not a single respondent gave it a 1. In the lowest-performing quota band, that drops to just 41% scoring a 4 or 5, with 14% rating consistency at the floor.



"Managers really get to decide what's actually reinforced, rewarded, inspected. So much of what they need to do is enforce the processes for enablement to work."

– Scott Sobel, Senior AE, Aptitude 8

KEY INSIGHT

Consistency: Teams where 76–100% of reps hit quota report the highest deal consistency score (avg 3.83) and are the only group with zero respondents rating execution a 1. Consistency in deal execution is strongly correlated with quota attainment.

What High-adherence Teams Do Differently

CLEAR PROCESS EXPECTATIONS

Documented, mapped, and communicated – not assumed

REGULAR DEAL INSPECTION

Every deal reviewed against defined expectations

EMBEDDED GUIDANCE IN WORKFLOW

Inside HubSpot – not in docs or wikis

MANAGER RATIOS THAT ALLOW COACHING

Small enough to enable real coaching conversations

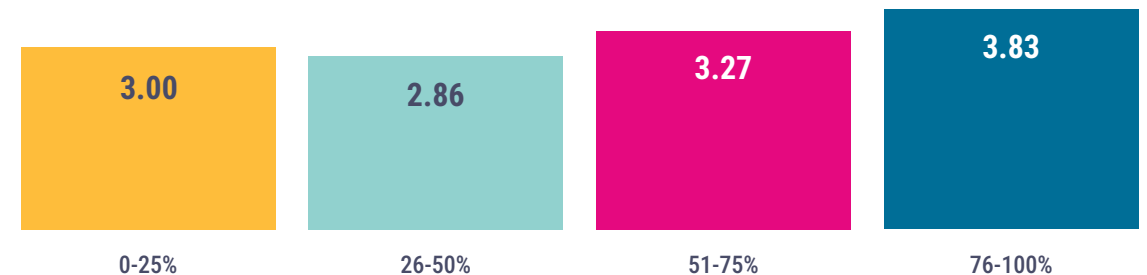
ENABLEMENT FOR BEHAVIOR CHANGE

Not content delivery – habit formation

AI LAYERED ONTO EXISTING SYSTEMS

Not used to compensate for broken process

Deal Consistency Score vs. % Hitting Quota (1-5 scale)



WHAT THE BEST TEAMS SHARE

- **High-performing teams** weren't running more training sessions or deploying more tools. What separated them was how they operated day-to-day: clear expectations, consistent inspection, and guidance embedded directly in the workflow.
- **Most enablement materials are hard to digest because they're very technical** with graphs and hard to convert into actionable items. If you have a manual, it doesn't just work. You need to have the chance to practice it.



"Sales managers and execs create processes that take a long time to build and then push it out through a quick training and expect it to be ingrained. It requires a lot of repetition to get ingrained.

– Diana Gonzalez

KEY INSIGHT

Enablement : No single tool or methodology explained success. Enablement works when it shapes behavior, not when it distributes information. The best teams build systems not programs.

What High-adherence Teams Do Differently

CLEAR PROCESS EXPECTATIONS

Documented, mapped, and communicated. Not assumed or buried in a 75-page PDF no one opens mid-deal.

REGULAR DEAL INSPECTION

Every deal reviewed against defined expectations

EMBEDDED GUIDANCE IN WORKFLOW

Inside the CRM. Focus shift creates a ton of friction. The best teams eliminate that friction entirely.

MANAGER RATIOS THAT ALLOW COACHING

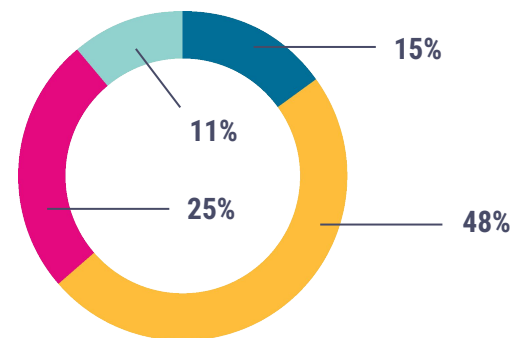
Small enough to enable real coaching conversations. Beyond that, real coaching conversations become unrealistic

ENABLEMENT FOR BEHAVIOR CHANGE

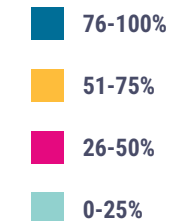
The best teams build habits, not libraries.

AI LAYERED ONTO EXISTING SYSTEMS

Not used to compensate for a broken process used to surface insights from a working one.

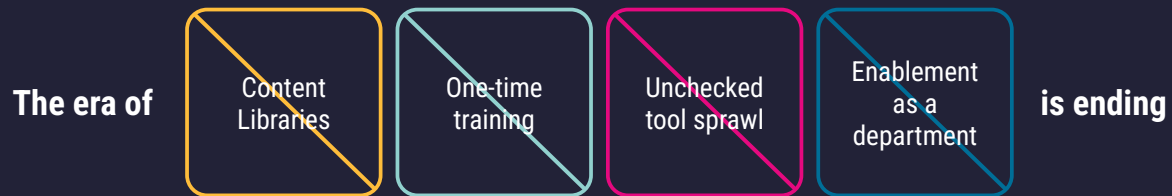


Quota Attainment Distribution



CONCLUSION: THE ENABLEMENT SHIFT

SALES ENABLEMENT IS ENTERING A NEW PHASE.



The teams pulling ahead are doing something simpler – and harder:

- Defining clear process expectations
- Embedding them into daily workflow
- Inspecting execution relentlessly
- Supporting managers as the enforcement layer
- Using AI to accelerate what works – not substitute for what doesn't

**ENABLEMENT IS NOT A DEPARTMENT. IT IS A SYSTEM.
AND SYSTEMS WIN.**

About this study:

The State of Sales Enablement is an industry leader-led benchmark designed to surface how enablement actually functions inside modern revenue teams. 198 survey respondents + 12 in-depth expert interviews conducted January–February 2026.

Future editions will track:

- Execution consistency year-over-year
- Manager capacity and inspection rates
- AI maturity and workflow integration
- Enablement headcount and ROI measurement

Thank you to all 12 expert contributors:

Omi Diaz-Cooper

Jakub Pasik

James Middleton

Josh & Justin (P80)

Clay Posey

Scott Flanigan

Scott Sobel

Harry Mayer

Gary Miller

Diana Gonzalez

Dani Conlon

Patrick Riemers

THE ENABLEMENT EXECUTION GAP

YOUR ENABLEMENT ISN'T BROKEN. ITS DELIVERY SYSTEM IS.

Across 198 respondents and 12 expert interviews, one pattern surfaced everywhere: teams have built the process, purchased the tools, and created the content.

But reps don't follow it because it's not where they work, it's not inspected, and managers are too stretched to enforce it.

The Enablement Execution Gap is the distance between what enablement builds and what reps actually do in the moment of selling. Every section of this report traces back to this one gap.

This is not a content problem, a training problem, or a tool problem. *It is a delivery problem.* The knowledge exists – it just doesn't reach reps at the moment they need it, in the place where they work.

**AI MADE MEDIOCRITY THE DEFAULT.
YOUR ONLY REMAINING EDGE IS EXCELLENT HUMANS.**

The evidence – section by section

- 01** 89% have a sales process. Only 36% follow it as designed.
- 02** Deal strategy failures – not closing skills – drive the most deal losses.
- 03** 6.3× quota gap between the most and least inspected teams.
- 04** 6+ reps per manager = adherence cliff. Drops from 44% to 15%.
- 05** 3 tools per rep on average. 55% say reps don't see value.
- 06** 87% use AI – but it accelerates whatever system exists, including broken ones.
- 07** 0% adherence = 0% quota. 76%+ adherence = 31% hitting high quota.
- 08** 65% participate in zero communities. Influence clusters in 4–5 rooms.

WHAT IT'S COSTING

YOU

The Balance Sheet Execution Gap is not theoretical. These are direct correlations from your peers' responses – measurable cost you can close.

6% → 38%

% hitting 76–100% quota

Least inspected teams vs. most inspected teams

15% → 49%

% hitting 76–100% quota

Guidance in docs/wikis vs. embedded in workflow

0% → 30%

% hitting 76–100% quota

0–25% process adherence vs. 76–100% adherence

KEY TAKEAWAY

You don't have an adherence problem. You have an inspection problem. Fix the cadence, fix the number.

KEY TAKEAWAY

Your process probably exists. Where it lives determines whether it gets followed. Move it into the workflow.

KEY TAKEAWAY

The gap between your top and bottom quartile isn't talent. It's structure. The structure is fixable.

ABOUT THIS DATA: These correlations were consistent across company size, region, and deal cycle length. The pattern holds everywhere in this dataset.

Key Interview

Software Engineer, Squad 4

PROCESS FOUNDATION



AI is enormously valuable for getting from 0 to 1, but until you have things mapped across your go-to-market infrastructure, how do you apply it? The traditional things that work: AI just builds on top of that.

BLIND CHARGES

Most teams haven't actually mapped their process, they make constant changes without tracking the downstream impact on their tech stack.

DONE OVER PERFECT

Perfection is the enemy of good: get to a defined process first, then iterate. Don't wait for the perfect playbook before enabling your team.

SHIP IT

AI lifts lower and mid performers significantly, but top performers still need deep expertise to validate outputs. That's where the separation will show.

Key Interview

RANDOM ACTS OF ENABLEMENT

Founder, D as in Cooper



Every rep individually is fairly competent, but they're all doing their own thing – and there isn't an overarching revenue strategy or master process behind it. I call it 'random acts of enablement'.

PROGRESS FIRST

Teams mistake individual competence for process. Confident reps doing different things creates the illusion of alignment.

DRAFT MODE

Tool overload is a root cause: teams keep layering tools instead of fixing the underlying process gaps.

START MESSY

There's no consistent way to manage change, training, and adoption. That missing component is what enablement leaders must address.

Key Interview

MANAGER IMPACT

James McDonald, Sales Leader & Consultant



Enablement teams handle the day-to-day, the thankless tasks — but management's job is to drive it, show the benefit, and enforce it. If leaders aren't bought in, reps won't follow.

BUYER FIRST

Process should guide the buyer, not the seller — most leaders lose sight of this when designing their sales motion.

GUIDE, DON'T PUSH

If you hit 60% of the process, you've probably done a good job. Reps follow processes they understand as guides, not scripts.

THE JOURNEY

Management is the single biggest lever: tooling is irrelevant without leaders enforcing consistency with their teams.

Key Interview

Jakub Lasik | RevOps, MAN Digital

ENABLEMENT & BEHAVIOR CHANGE



Even if you bring in AI, if you don't have the processes adopted, it will fail. The process is still the starting point for everything – AI surfaces signals, but only if the foundation is there.

BUYER'S MAP

Knowledge isn't aligned across teams. Onboarding gaps mean new hires never get a true picture of how to advance deals.

REPS NEEDS REPS

Enablement materials often fail because they're hard to convert into actionable items; reps need practice, not just manuals.

PRACTICE OVER PAGES

KPIs are too abstract: teams need clear, stage-level expectations so managers can coach to the right behaviors at the right moment.

Key Interview

ENFORCEMENT GAP

Enablement Lead / Chief Revenue Officer, p80



Sales leaders see what reps report in sales meetings, but it may not be the full picture. Process boards and process rules are what finally let leaders see what's actually happening on the sales floor.

DO, DON'T READ

Process lives in a 75-page Word doc buried in a Dropbox folder. Reps don't use it because they don't know where to find it.

REPS, NOT READS

Enablement is over-indexed on documentation and under-indexed on enforcement. Guides get created, but rarely checked.

THE ASSUMPTION GAP

Leaders believe reps are following a process; tools that surface real-time activity reveal the gap between assumption and reality.

Key Interview

Julia Gonzalez, Revenue Operations Leader

PROCESS IN THE WORKFLOW



Sales reps are coddled and told to focus on the sale and nothing else matters. That gives them permission to do whatever they want if they close. It puts the rest of the team in a difficult position.

TRUST BUT VERIFY

One-hour training sessions don't equal lasting behavior change. Process needs repetition and must be embedded in daily workflows to stick.

BUILT-IN ACCOUNTABILITY

The right approach is automated checkpoints, not a designated person chasing reps to complete the process after the fact.

NO MORE CHASING

Enablement must balance product knowledge with process knowledge. Teams can't sell what they don't know how to sell.

Key Interview

BEHAVIOR CHANGE

Account Executive, Aptitude 8



They start to over invest in content creation and under invest in behavior change itself. It's hard to focus on what matters most in each moment of those sales processes, and that's where bottlenecks come up.

CONTENT ≠ CHANGE

Enablement fails when it's built around content production, not actual behavior change in the flow of work.

DISCOVERY IS DEAD

Discovery is the most under-enabled stage. Reps treat it as a checklist rather than a relationship-building moment.

MANAGERS MAKE IT

Managers decide what gets reinforced and rewarded. Without their active role, no enablement program sticks.

Key Interview

DISCOVERY FIRST

with **Casey M. Feldman**, Founder & Sales Coach, Clear Box Strategies



If you do your discovery right, you don't have to close. Rapport isn't having the same hobbies, it's 'I understand what you're trying to accomplish and I want to help you do that.' When they believe that, they'll tell you the truth.

STARS SKIP STEPS

Process is unclear, unenforced, or enforced randomly heavy hitters get a pass, which signals to everyone else that process is optional.

CO-AUTHOR BUY-IN

Involve your best reps when building process: if they see their contribution on paper, you get buy-in because they're emotionally invested.

KILL COMMISSION BREATH

Discovery is the most under-enabled stage. If reps smell commission breath, the deal is already lost.

Key Interview

an Interview with a Sales Enablement Leader

TOP-DOWN ENABLEMENT



“Unless that narrative is top down, the sales team will really struggle. It's not just a direct line - manager enablement needs to go all the way up. The company's underlying goal needs to be front and center.

LOCK THE CORE

80% of your process must be non-negotiable. The remaining 20% can flex for region or pricing, but the core must be locked.

TOP-DOWN OR DEAD

Tool adoption fails without C-suite buy-in. A tool that only half the team can access, with no leadership backing, will quietly die.

STOP LUMPING THEM

BD and AE enablement are not the same thing. One size does not fit all and most organizations treat them identically.

Key Interview

Armando Rivera, Sr. Ops Specialist, SEP

STANDARDIZATION AT SCALE



We've been using Supered to implement new processes. It helps because we can track where people are in training, ensure videos are watched, and confirm everyone has actually gotten the memo.

CHAOS BY DEFAULT

Across 7 offices with no centralized process, every team did things differently. Standardization requires deliberate cross-system coordination.

LESS IS MORE

Tools that stick do more with fewer clicks. When they cut back on process rules that were too complex, adoption improved immediately.

TRAIN IT FIRST

AI helped clean up their CRM and speed up daily manager communications, but only after investing time training it on their specific context.

Key Interview

an Interview with Founder, Presult

COACHING & ACCOUNTABILITY



It's like sports. They have the talent, but you need to encourage and push them to go further, get out of their comfort zone. That's what makes them grow and achieve. That's the manager's job.

NEXT CALL AMNESIA

Reps forget process steps because they're focused on the next call, not the CRM. Visibility and follow-up are the only things that close the gap.

MIND THE GAP

Tools fail because of poor implementation, not because of the tool itself. Teams need a plug-and-play framework inside the CRM, not an expensive consultant.

CRM BLIND SPOT

AI is overestimated in personalization: it's still not at the level a skilled human can write a great sales email, and most CRMs lack the data to make AI truly effective.

Key Interview

ADOPTION OVER PROCESS

Area Manager, Roofing Business Partners



The tool is less important than the process, and the process is less important than adoption. You can have the best playbook in the world, but if people aren't using it, it doesn't exist.

AFTER THE CALL

Founder-led sales creates a structural process problem: when the owner decides not to follow the process, there's no mechanism to stop them.

FOCUS KILLS FOLLOW-THROUGH

Process rules and playbooks have been their most effective consistency tool, even getting inspection checklists granular enough that anyone could follow them.

NEXT CALL BLINDNESS

AI's best current use case for enablement: flagging when a rep accidentally skipped a section. It's a real-time process compliance check.

READY TO CLOSE THE GAP?

See how Supered turns this entire timetable into a two-week implementation.

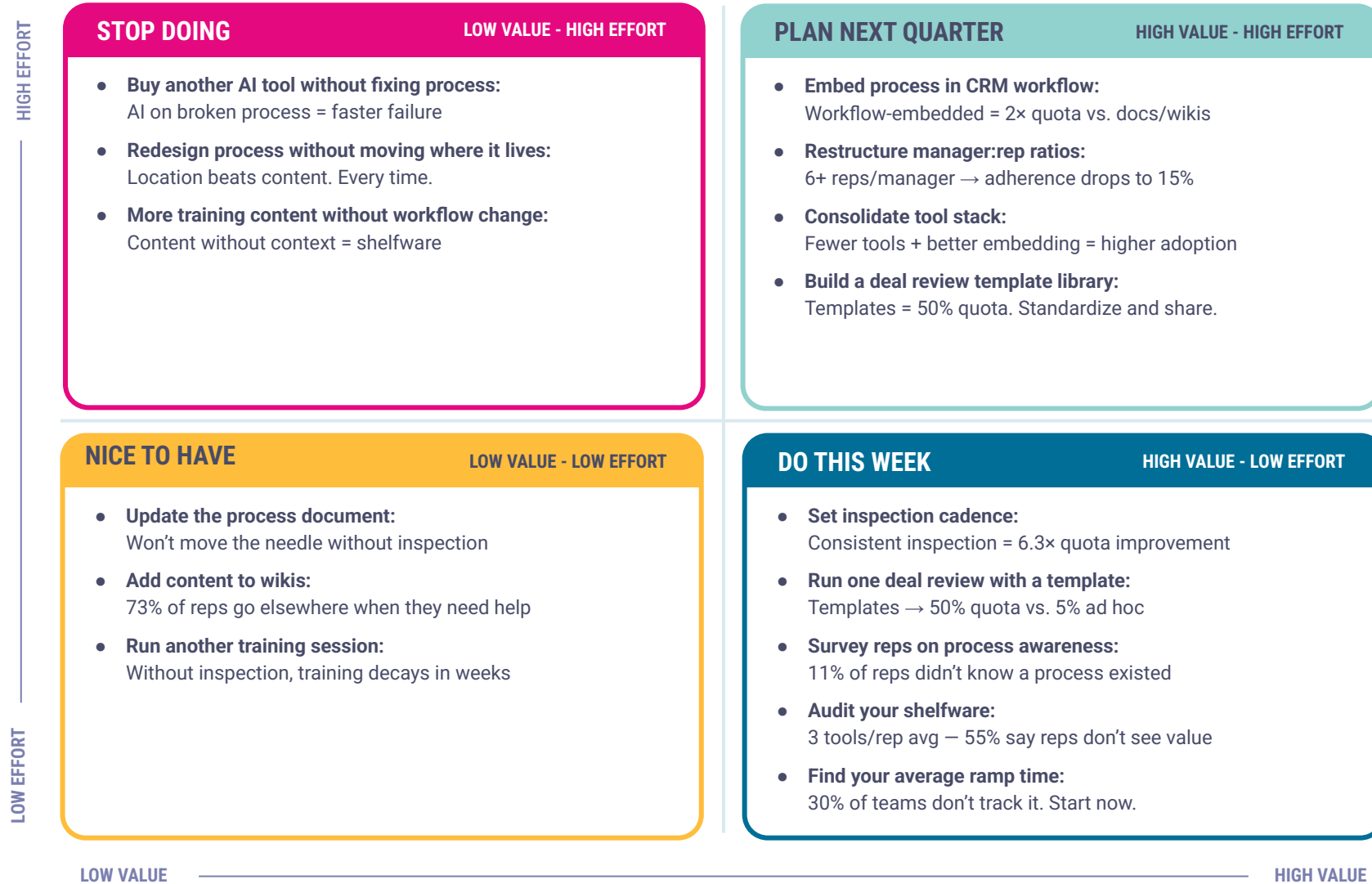
No shelfware. No decay. No extra tools. Just results.

[BOOK A DEMO](#)

supered.io/demo | hello@supered.io

WHERE TO START: VALUE × EFFORT MATRIX

Interventions ranked by data-backed impact vs. time to implement



YOUR IMPLEMENTATION TIMETABLE

The order matters. Start with what the data says moves the needle fastest.

THIS WEEK

Diagnose & Align

- ❑ **Survey reps on process awareness:**
11% didn't know a process existed
- ❑ **Run one deal review with a template:**
Ad hoc → 5% quota. Template → 50%.
- ❑ **Audit your shelfware:**
3 tools/rep avg – 55% go unused by reps
- ❑ **Verify your inspection cadence:**
Most teams inspect ad hoc or never
- ❑ **Find your average ramp time:**
30% of teams don't know this number

THIS MONTH

Embed & Inspect

- ❑ **Move process steps into CRM workflow:**
Embedded guidance = 2× quota vs. docs
- ❑ **Set a manager:rep ceiling for coaching:**
6+ reps/manager = adherence drops to 15%
- ❑ **Distribute a standard deal review template:**
Templates = 10× inspection ROI
- ❑ **Cut or consolidate one duplicate tool:**
Fewer tools → higher adoption rates
- ❑ **Track process adherence as a weekly KPI:**
What gets measured, gets managed

THIS QUARTER

Measure & Optimize

- ❑ **Correlate adherence to quota weekly:**
Adherence predicts quota. Prove it internally.
- ❑ **Compare deal consistency before / after:**
Score 5 = 33% quota. Score 1 = 0%.
- ❑ **Measure ramp time vs. baseline:**
Teams that track ramp hit quota 2× more often
- ❑ **Audit AI usage against process:**
AI on broken process = faster failure
- ❑ **Plan next system improvement:**
Best teams iterate. They don't launch and leave.

WHAT IF YOU COULD CLOSE THE GAP IN DAYS?

Learning more is not doing better. Everything in the timetable – the inspection, the workflow embedding, the adherence tracking – takes quarters to stitch together manually. Supered turns your playbook into a playlist and does it in days.

THE MANUAL WAY: 90-180 DAYS

- ☒ **Build process docs in Google Docs or Notion:**
88% have a process. 65% don't follow it consistently.
- ☒ **Hope reps find and read them:**
73% go elsewhere when they need help.
- ☒ **Manually inspect deals in 1:1s:**
Managers at 6+ reps can't keep up.
- ☒ **Track adherence through gut feel:**
50% of inspectors use intuition alone.
- ☒ **Separate onboarding for new vs. veteran reps:**
Double the maintenance. Same gaps.
- ☒ **Buy 3–5 tools for coaching, content, analytics:**
55% become shelfware. 48% not in workflow.
- ☒ **Maintain everything when the process changes:**
Lag between change and action. Decay starts.
- ☒ **Wonder why nothing sticks after Q1:**
Knowledge transfer ≠ behavior change.

SUPERED: DAYS, NOT MONTHS

The #1 sales enablement app in the CRM ecosystem. 121+ five-star reviews. The spell check for your sales process.

- **CRM is the system of action:**
Reps never leave the CRM. Process boards guide every deal in real time.
- **REP-licate your best rep in minutes:**
Turn top performer's behavior into rules everyone follows. No documentation required.
- **Teaches AS you do – not before:**
Like Grammarly for sales. Shows what's wrong, how to fix it, why it matters.
- **Real-time visibility for managers:**
Who's following process, where deals stall, what actions are missing – instantly.
- **Evergreen for new AND veteran reps:**
One standard. No decay. Process changes distribute to the entire team immediately.
- **One platform replaces 3–5 tools:**
No shelfware. No integration headaches. Purpose-built to make CRM more efficient.
- **Value from the first rule:**
Install provides value in hours, not weeks. Just need 5 expectations from a manager.

WHAT ARE REPS SAYING?

THE WORLD'S EASIEST WAY TO GET
SALES REPS TO FOLLOW A PROCESS

[REVIEWS](#)

supered.io/demo | hello@supered.io

WHAT CUSTOMERS SAY -G2

50+ ★★★★★ G2 Reviews | Sales Enablement | Digital Adoption Platform

- Users consistently praise Supered for its ease of use and seamless integration with HubSpot, which enhances workflow efficiency and supports team collaboration.
- The platform's ability to embed guidance directly into the CRM helps teams follow processes without disruption, significantly improving onboarding and execution.



"Extremely Insightful Process Visibility That Flags Gaps Instantly"

"It's super insightful and allows you to see your daily processes in a light that you've never experienced before. Instantly the things that you thought were being done can be flagged up as incomplete etc."



"Supered Improved Pipeline Visibility, Accountability, and Follow-Up Across Our Clients' Sales Teams"

"For sales leaders, Supered has fundamentally changed how pipeline reviews happen. Instead of subjective conversations and buried opportunities, leaders now have a clear, shared view of what's sitting in the pipeline and what needs attention."



"Guides reps without getting in the way of how they actually work"

"Supered helps us reduce errors and improve data hygiene without resorting to heavy-handed enforcement in the CRM."

"Supered Turns Enablement Into Execution - Bridging Strategy and Results"

SPRING 2026



Best Support

SPRING 2026



Easiest To Do Business With

SPRING 2026 AMERICAS



High Performer

SPRING 2026



High Performer

#1 HUBSPOT ENABLEMENT PLATFORM

120+ ★★★★★ HubSpot Reviews | HubSpot Native



“Game-changing enablement tool that seamlessly integrates with HubSpot and delivers exactly what it promises.”

“If you’re serious about product value and adoption, you HAVE to get Supered.”



“SMART systems are the only way forward. Supered is just that.”

“This tool will help me onboard clients and reduce meeting and training time.”

“The support through the process was top notch.”



“Supered has been a game-changer for collaborating with our client teams, staying on track, and measuring progress of the shared efforts. It’s also been a great platform to deliver training and resources.”



“Supered works incredibly well with HubSpot and has made a huge difference in how we enforce processes.”

“The integration feels seamless, and it removes a lot of the manual checking and guesswork that usually comes with process compliance.”



“Supered is a great fit for our engagement with our customer base. It accelerates our initial set-up and configuration (of client accounts), while ensuring accuracy and consistency of implementation.”



“Super easy to train hundreds with a tiny team.”

“Best support in the HubSpot ecosystem.”

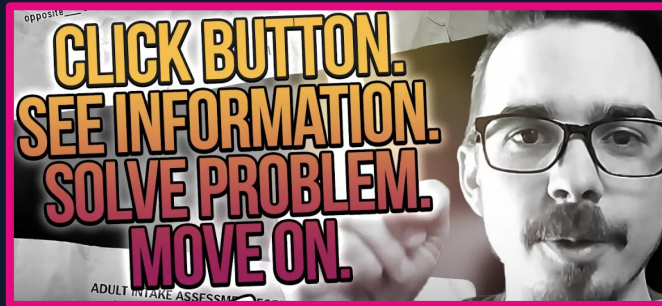
“Resetting the benchmark for HubSpot excellence.”

“CRM adoption made a breeze.”

HEAR IT FROM THE USERS

Don't want to do it alone? These certified Supered users know how to turn this report into a live system inside your org.

FEATURED CASE STUDY



Vanderburgh | [Case Study](#)

- **Compliance:** Friction is the enemy of compliance in recovery *and* in operations.
- **Transparency:** Visibility isn't surveillance. It's a gift to the people doing the work.
- **Knowledge:** Knowing better doesn't mean doing better, accountability has to be built into the system.
- **Memory:** You can't scale a standard that lives in someone's memory.

Surf Internet | [Case Study](#)



- **Exposure:** It exposed our very top salesperson was actually doing things wrong. She had 823 deals show up and said 'I thought I was doing things right.'
- **Visibility:** We didn't know if people were following the process. Now it just adds visibility. One sales manager can see exactly what the status is.

RevPartners | [Case Study](#)



- **Boards:** Replaced 'Zoom call and pray' training with in-app process boards giving every rep an individualized path to a fully standardized.
- **Seconds:** Cut asset deployment from hours to seconds, freeing time for deeper customer discovery instead of manual HubSpot builds."

Pearl | [Case Study](#)



- **Ownership Shifted:** The sales team started coming to us asking to build process rules themselves, now multiple teams are building cards. It's not owned by my team anymore.
- **Information is hard:** We wanted carrot, not stick. With Supered, we get all the information we need and reduce errors without getting in the way of the team.



SALES ENABLEMENT BUILT FOR HUBSPOT TEAMS

Process boards. Action plans. In-CRM guidance. Triggered coaching.
Supered puts enablement where reps actually are – in HubSpot, in the flow of the deal.

SUPERED.IO

WHERE TO START: VALUE × EFFORT MATRIX

Interventions ranked by data-backed impact vs. time to implement

LOW EFFORT

Do This Week

Set inspection cadence:
Consistent inspection = 7x quota improvement

Run one deal review with a template:
Templates → 50% quota vs. 5% ad hoc

Survey reps on process awareness:
11% of reps didn't know a process existed

Audit your shelfware:
3 tools/rep avg – 55% say reps don't see value

Find your average ramp time:
30% of teams don't track it. Start now.

Nice to Have

Update the process document:
Won't move the needle without inspection

Add content to wikis:
73% of reps go elsewhere when they need help

Run another training session:
Without inspection, training decays in weeks

Plan Next Quarter

Embed process in CRM workflow:
Workflow-embedded = 2x quota vs. docs/wikis

Restructure manager:rep ratios:
6+ reps/manager → adherence drops to 15%

Consolidate tool stack:
Fewer tools + better embedding = higher adoption

Build a deal review template library:
Templates = 50% quota. Standardize and share.

Stop Doing

Buy another AI tool without fixing process:
AI on broken process = faster failure

Redesign process without moving where it lives:
Location beats content. Every time.

More training content without workflow change:
Content without context = shelfware

HIGH EFFORT

HIGH VALUE

LOW VALUE

WHERE REVOPS ACTUALLY SPEND THEIR TIME

- When we asked which events RevOps professional attend and communities they participate in, responses clustered around a very small set.
 - **INBOUND** dominates by a wide margin 59% of respondents attend, more than double any other event. HubSpot User Groups follow at 35%. For vendors and sponsors, being absent from these rooms means being absent from the conversation.
 - **On communities**, 65% report not actively participating in any. Of those who do, RevOps Co-op, RevGenius, and Wizards of Ops lead. Influence concentrates faster than attention.

“We go where our clients are. We host micro events where customers share best practices. That's where real learning happens not big stages.”

– Patrick Riemers, Founder, Presult

KEY INSIGHT

Influence concentrates faster than attention. The same 45 events and communities appear repeatedly across practitioner responses. Being present in those rooms and contributing meaningfully matters disproportionately.

Top Events

- INBOUND
- HubSpot User Groups
- Dreamforce
- SaaStr
- RevOps AF
- Sales Enablement Summit
- Pavilion Summit

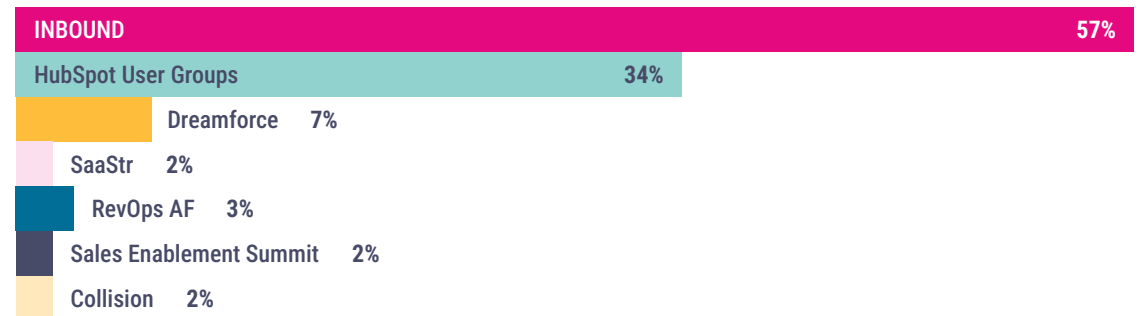
Top Communities

- RevOps Co-op
- RevGenius
- Wizards of Ops
- Pavilion
- GTM Alliance
- OpsStars
- Sales Enablement Collective

#1

INBOUND – 59% of respondents attend. Most-cited by a wide margin. Followed by HubSpot User Groups (35%) and Dreamforce (7%).

Events Attended by Respondents



65% of respondents don't actively participate in any community.