

Sales Enablement Maturity Model

	Chaotic	Ad-hoc	Committed	Aligned	Optimized
People	Informal, basic roles, responsibilities decentralized Founder as sales or first sales VP. Small sales team (1-5).	VP Sales and Director Marketing, Uneven level of talent. Ad-hoc inside sales efforts. High sales turnover.	Experienced VP Sales, CMO, developed inside sales team, Sales Ops. Awareness of complexity of sales management role.	Defined sales, marketing, & enablement roles, shared goals and incentives. Strong collaboration. Solid sales performance across team.	Mature Sales Enablement function, sales and marketing alignment
Processes	Ad hoc, informal, undocumented; firefighting	Loosely defined sales process; no enforcement. Figuring things out.	Beginning sales and marketing integration. Documented, repeatable processes. Some enablement projects.	Sales and Marketing integration, automation, formalized training. Established Enablement function. Defined coaching process covering entire customer's journey.	Formal vision, enablement charter. Meeting KPIs and seeing ROI. Iterative feedback loop for continuous process improvement.
Technology & Tools	Some simple, low cost tools, basic CRM	Basic tools for CRM + Marketing, low or poor investment.	Standardized, Integrated sales and marketing tools, advanced sales tools.	Integrated tool stack with 10 or more sales tech and mar tech tools	Mature, end to end sales enablement platform; replacement / upgrade of new tools as needed
Vision & Strategy	Focus on sales. Little to no investment in training.	Focus on growth. Limited investment in sales training or enablement	Committed investment in development for sales management. Understanding of ROI for investment.	Forward-looking vision and commitment to investing in growth	Continuous efficiency and performance improvement, to attain category leadership
Business Management	Business silos; informal decision making	Limited sales and marketing budget	Dedicated sales and marketing plan, budget & resources. Executive support, formal processes, defined business goals.	Sales process tied to operations. HR, Finance, Customer Success are stakeholders for success. Clear KPI's	Demonstrated year over year enablement success