# Salespeople Waste 1/3 of Their Time Every Week



How do sellers spend their week?



Talking to customers

40%

Finding or creating sales content

30%



Other tasks

That's almost  $\frac{1}{3}$  of their week just looking for or creating sales content! If we break it down further, sellers spend:

2.3 hours

a week searching for collateral 5.8 hours

a week searching for customerrelated information 6.4 hours

a week creating presentations that may already exist

# How does this hurt your sales performance?



1. COST

You're spending money

on duplicate work that

doesn't generate

returns on sales

opportunity costs.

### 2. CONTENT

Sellers don't have the relevant content they need to make the most of every customer interaction.



### 3. PRODUCTS 4.

Sales-generated content might contain inaccurate information or an off-brand message about your products.



# 4. TEAM

Your marketing team has no oversight over the content that is effective and what isn't working.

An effective sales enablement solution can save you from these problems and give your sellers 1/3 of their week back.



Simplify & streamline content publishing, distribution & management



Integrate with your
MarTech stack to
pull content from where
it resides



Provide data insights on content and selling tools utilization, attribution, and financial impact



Deliver content in context at the point of need, online and offline

Stop your salespeople from wasting another second on duplicated, inefficient, non-revenue-generating work!

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