

Sales Enablement Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Think about your B2B sales conversations during the past four weeks. Do not name prospects or disclose confidential deal terms. Skip any question you cannot answer.

1. How easy was it to find current product or service information for a buyer conversation?

- ☐ Very easy
- ☐ Mostly easy
- ☐ Mixed
- ☐ Mostly difficult
- ☐ Very difficult
- ☐ Did not need to

2. Which kind of support was most useful in a recent buyer conversation?

- ☐ Product details
- ☐ Customer example
- ☐ Pricing or terms guidance
- ☐ Coaching
- ☐ Technical specialist
- ☐ Internal process guide
- ☐ None
- ☐ Something else

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3. What most often slowed your preparation for a buyer conversation?

- ☐ Outdated material
- ☐ Hard-to-find material
- ☐ Tool access
- ☐ Unclear product answer
- ☐ Waiting for internal approval
- ☐ No significant issue
- ☐ Something else

4. How clear is the route for getting an answer to a prospect question you cannot resolve?

- ☐ Very clear
- ☐ Mostly clear
- ☐ Mixed
- ☐ Mostly unclear
- ☐ Very unclear
- ☐ Have not faced this

5. How useful was coaching or practice for conversations you had this month?

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Neither
- ☐ Somewhat unhelpful
- ☐ Very unhelpful
- ☐ Did not receive coaching

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6. Which change would you prioritize for next month's sales support?

- ☐ Update core content
- ☐ Improve content search
- ☐ Clarify approvals
- ☐ Improve tool access
- ☐ Offer targeted practice
- ☐ Improve handoff to specialists
- ☐ Keep current approach
- ☐ Something else

7. Describe one point in a recent sales task where better support would have helped.
