

# 8 Technology Statistics That Every Sales Enablement Director Needs to Know

Is your sales team taking full advantage of available technology? If not, research shows that you're probably losing major growth opportunities.

High-performing sales teams

use

**3x**

as much sales technology as

&

are

**8x**

more likely to be heavy tech adopters than

underperformers.

Over the last 5 years, spending on sales enablement technology increased by

**69%**

Up to

**70%**

of the information B2B buyers see on your product is self-discovered online, not given to them by sales reps.

Top sales performers are

**5x**

more likely to have outstanding or very good capabilities in mobile sales.

**78%**

of sales reps who use social media outsell their peers who don't.

Continuous sales training, made possible by online training modules, yields

**50%**

higher net sales per employee.

New employees who participated in a structured onboarding program were

**69%**

more likely to remain at their companies for three years.

**6CONNEX**

To learn how you can streamline and enhance your online training with our powerful virtual environment platform, visit [www.6connex.com](http://www.6connex.com)