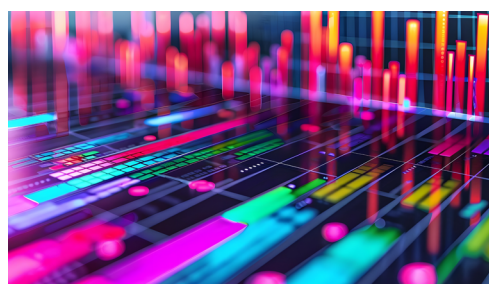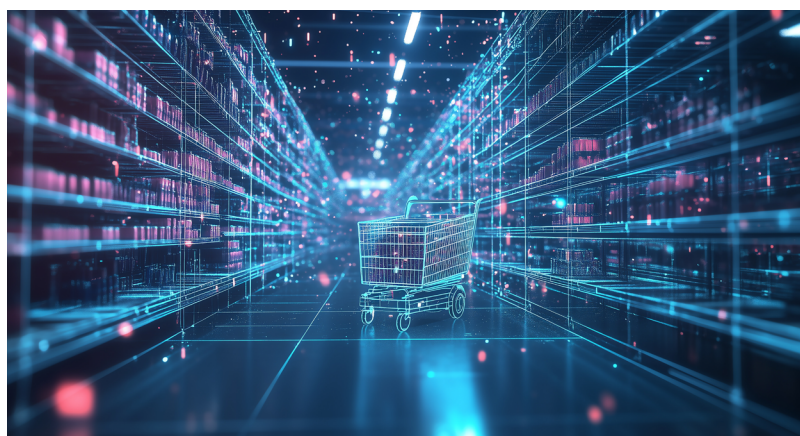# gateB

HOW AI SUPERCHARGES SALES ENABLEMENT

With strong sales enablement that leverages artificial intelligence, sales reps get empowered with tools and resources they can use to free up time and close more deals.

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SALES ENABLEMENT

WHERE IT IS AND WHERE IT'S HEADED

Sales and marketing are often distinct departments, but executives know their outcomes are conjoined.

In fact, supporting the sales team with brand-compliant materials can become a major lift for marketing personnel. Or, at least, that's the case at organizations that haven't deployed a sales enablement strategy.

With strong sales enablement, sales reps get empowered with tools and resources they can use

to close more deals. Customers get presented with decks and messaging that build trust and drive engagement. And marketing can rest easy, knowing this is all happening in compliance with brand and regulatory guidelines.

So, what is sales enablement? And how is it evolving to become even more effective?

LET'S TAKE A CLOSER LOOK.

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THE PROGRESSION OF SALES ENABLEMENT

WHY THE RIGHT TOOLS MATTER

Historically, the manual creation of sales content like pitch decks was a big lift.

Plus, there was other administrative work for salespeople and the teams supporting them. That was exacerbated by the need to access several systems throughout the day (e.g., customer relationship management [CRM], order management, content management system [CMS]) to get the necessary information.

While coaching to improve the performance of reps has always been a key part of sales enablement, it often lived in a separate platform like a learning management system (LMS), if it was captured digitally at all.

Fortunately, things are changing. Sales enablement platforms streamline processes and set reps up for success. Better yet, the new wave of sales enablement — like the AI-forward platform from our partner Pitcher — leverages artificial intelligence to save reps time on admin work, freeing them up to focus on customers. That results in an improved buyer experience that drives more deals.

> *"AI-driven sales enablement optimizes the entire rep experience so that revenue teams have the ability to focus on what truly moves the needle. Reps are empowered to build relationships, deliver value, and close deals. From Pitcher's own customers, I've seen firsthand how personalizing content for each meeting, automating admin work, and providing reps with personal coaching in minutes with AI improves buyer engagement and unlocks revenue at scale."*
>
> **— Thomas Stone, Director of Sales, Pitcher**

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WHAT STRONG SALES ENABLEMENT CAN DO
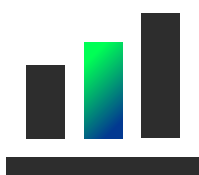
> *"This new way of digital selling not only saves costs through efficiencies but drives up revenues through more relevant content and increased client engagement."*
>
> **— René Affolter, Managing Director & Deputy CEO, gateB**

1. Content creation and optimization

With a good sales enablement system in place, reps can easily find, create, and personalize the content they need. That includes both pitch decks and follow-ups.

By facilitating content creation through the sales enablement platform, teams can build in brand compliance and pull pertinent lead details from other sources, like customer relationship management (CRM) and configure, price, quote (CPQ) systems.

2. Coaching

As its name suggests, sales enablement enables salespeople to perform their best. That should include coaching to improve their pitches, including roleplaying so they can explore various selling scenarios and feedback on calls.

3. Seller effectiveness

A strong sales enablement platform streamlines the administrative work required of reps — from deck creation to order taking. This allows salespeople to direct their time and energy toward nurturing leads so they can meaningfully move toward close.

4. Customer engagement with a buyer-first approach

Leading-edge sales enablement puts resources into reps' hands to strengthen customer relationships. That might include, for example, dedicated, customized micro-sites with prospect information like product details, meeting recordings, and chat support. It can also facilitate multichannel communication on buyers' preferred channels, like text or WhatsApp.

5. Analytics to improve performance

Tracking how tactics and materials perform allows teams to refine their approach. Good data delivers better decision-making to improve performance and close more deals.

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ENABLING EVEN MORE WITH AI

A sales enablement platform that sets reps up for success, streamlines the administrative side of their job, and supports consistent, brand-compliant messaging for prospects goes a long way. But with AI, it can do even more.

New-wave sales enablement encompasses the entire suite of what sellers need.

And it works. When the AI-powered sales enablement platform from Pitcher was deployed, it had a daily app usage adoption of:

Reps are eager to engage with the next generation of sales enablement because it delivers:

– Generative AI for personalized communication and presentations

– Augmented reality (AR) for real-time visualization (e.g., of in-store displays)

– Stronger brand-compliant pitch decks that can be created with a single click and allow ordering straight from the presentation

– Call prep, meeting rehearsal, and post-call feedback to direct sales reps toward success

– Video coaching and roleplay, paired with just-in-time micro-targeted learning to support salespeople's development

– Next best action recommendations through business intelligence logic directly in the platform

– Analytics to refine strategies, content, and sales processes

Unsurprisingly, with so much functionality on offer, sales orgs in a variety of industries have moved to bring AI-powered sales enablement to their teams — and teams have embraced it.

94.4%

at a leading CPG company

81.6%

at a leading publisher

> *"We are seeing a tremendous willingness in organizations across financial services, CPG, pharma, medtech, and publishing to embrace the next generation of sales enablement, or Sales Enablement 2.0.*
>
> *gateB is leading the charge with market-defining thought leadership, agency, and implementation services that are perfectly aligned with our shared mission of driving faster time-to-value for our mutual customers."*
>
> **— Kevin Chew, CEO, Pitcher**

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THE BENEFITS OF AI-POWERED SALES ENABLEMENT

Teams can probably imagine how Sales Enablement 2.0 can deliver wins. But you don't have to guess at it. The team at our partner Pitcher told us how they've seen their platform transform sales orgs.

Take, for example, what the platform unlocked for one global snack food giant. The company had struggled to sell physical product displays to store managers, primarily because reps were challenged to effectively demonstrate how these displays could drive sales.

They tapped Pitcher to help.

The platform delivered AI-driven revenue projections, enabling reps to show each store the value the display could bring. The sales enablement platform also facilitated display recommendations tailored to each store based on the specific store's past sales. The data was made digestible to store managers in automated dashboards.

Pitcher also delivered real-time, augmented reality displays so store managers could better visualize how the display would actually look.

The results were clear.

OVER 1,200
reps were up and running with Pitcher in a matter of days

OVER 75%
of the sales team adopted Pitcher

30,000
displays were sold in the first six weeks

After a successful pilot program, the snack food company decided to continue using this sales enablement platform across its sales organization.

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WEBINAR

VIDEO

Want to dive deeper into AI-supercharged sales enablement? Check out our webinar with the team from Pitcher, a leading provider of next-wave sales enablement.

● Live Webinar

Enabling the Client Advisor

Bypass data overload, automate personalization, and nurture client relationships with AI.

📅 March 26, 2025

🕐 4pm CET | 11am ET

PITCHER | gateB

Rene Affolter
Managing Director and Deputy CEO
GateB

Thomas Stone
Director of Sales
Pitcher

Brigid Ling
VP of Marketing
Pitcher

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CHECKLIST

REALIZING BIG WINS WITH THE LATEST SALES ENABLEMENT TECHNOLOGY

It can be hard to tell if your organization's sales enablement solution is measuring up — or simply plugging a hole. If it isn't delivering in a few key areas, it's probably time for an upgrade.

Ask your team. Does your current sales enablement platform deliver:

☐ Higher customer engagement through more relevant sales content and better-prepared meetings, leading to higher sales revenues?

☐ Time and cost savings through a more efficient sales process in the preparation, documentation, analysis, and follow-up of sales meetings?

☐ Freed-up time for sales staff to allow for wider client coverage and focus on strategic sales topics?

☐ A single consolidated source and management platform for sales teams to use across the entire customer interaction lifecycle?

☐ Optimized reporting and analytics to identify trends and support the refinement of the sales process?

☐ AI-powered coaching and feedback powered by the customer's learning management system?

☐ Data security and content accuracy through the use of closed generative AI?

If it's not ticking those boxes, let's talk.

With AI to power the personalization of sales materials and coaching and analytics to help refine selling tactics, the right sales enablement platform can streamline reps' processes and help them close more.

And we can mitigate a lot of the challenges that come with deploying a new platform for your sales org. For help with implementation, integration with the rest of your sales and martech stack, and training and support, contact our team at gateB.