Sales Enablement Maturity Model

Design and Development

Immature State	Mature State
Minimal Design Input: Limited instructional design involvement.	**Progressive Development:** Foundational skills with continuous upskilling and reskilling.
Static Content: Long SME recordings, hard to update.	**Applied Fundamentals:** Scenario-based coaching, practice, and training camps.
Basic Outcomes: Lower-order objectives with limited application.	**On-the-Job Learning:** Real-time, peer-to-peer, and workplace learning.
Generic Approach: One-size-fits-all training paths.	**Personalized Pathways:** Data-driven, individualized learning aligned to needs.
Reactive Delivery: Training introduced only after gaps emerge.	**Just-in-Time Learning:** Modular microlearning at the moment of need.
Limited Practice: Few opportunities for coaching or feedback.	**Proactive Enablement:** Training designed ahead of business needs and market shifts.
Siloed Learning: Little integration into daily workflows.	**Embedded Learning:** Development integrated into daily workflows and collaboration.
No Measurement: Minimal tracking of learner or business impact.	**Impact Measurement:** Robust tracking of learner progress and business outcomes.