

THE STATE  
OF SALES  
ENGINEERING

BENCHMARK REPORT

# The 2025 Report

vivun.

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# Introduction

## Executive Summary

Welcome to the State of Sales Engineering, a comprehensive analysis of trends, challenges, and best practices shaping this vital function.

Sales Engineering teams are increasingly recognized as essential drivers of revenue and customer success, yet they face challenges in scaling their impact and demonstrating their value. Among the critical insights uncovered, three stand out as pivotal for organizations to address:

### Expanding Influence Across the Sales Cycle

Sales Engineers are playing a more significant role throughout the sales process, from discovery to post-sale engagements. However, capturing metrics that showcase their contributions to business outcomes remains a challenge, creating opportunities to implement tools and processes that demonstrate their impact.

### The Growing Role of AI in Sales Engineering

While AI adoption is helping SEs improve efficiency and productivity, concerns about accuracy, integration, and training are limiting its potential. Leaders must prioritize purpose-built AI solutions and enablement programs to unlock the full value of AI in technical selling.

### Gaps in Product-Field Alignment

Despite regular meetings between Product and Sales Engineering teams, many SE leaders express dissatisfaction with product roadmaps, citing a disconnect between field needs and development priorities. Establishing structured feedback loops can foster better collaboration and alignment.

As organizations navigate these challenges, the findings in this report provide actionable recommendations to empower Sales Engineering teams and maximize their contributions to sustainable growth.

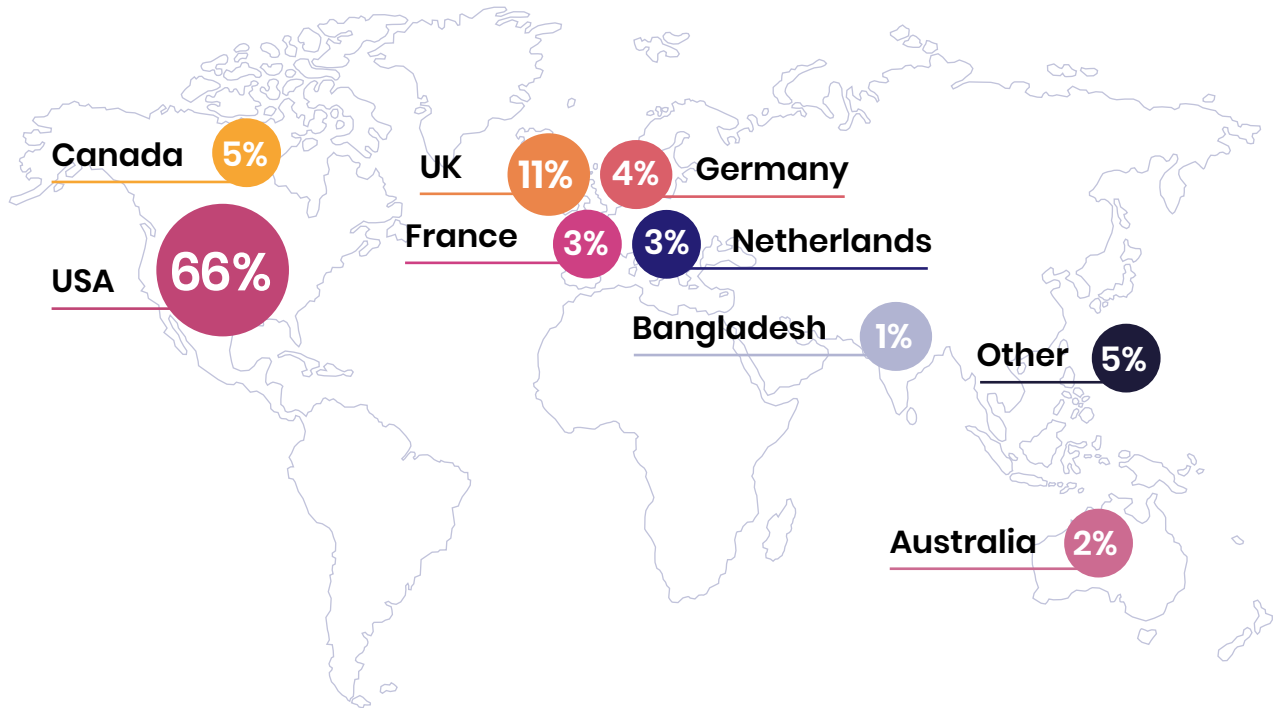
## About the Research

The data for this report was collected from November 13 to December 31, **generating 110 responses from Sales Engineers of all roles and levels.** This dataset provides a clear snapshot of the evolving Sales Engineering function, delivering key performance indicators, emerging trends, and strategies for success.



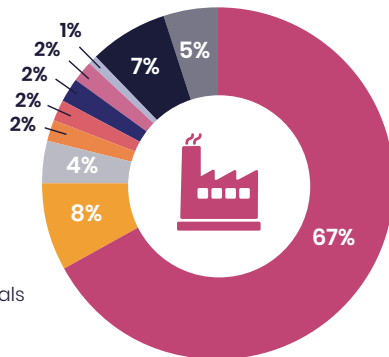
## Our Respondents: 110

### Countries



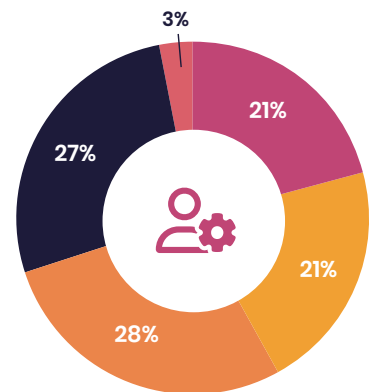
### Industries

- Telecommunications, Technology, Internet & Electronics
- Finance & Financial Services
- Business Support & Logistics
- Food & Beverages
- Government
- Healthcare & Pharmaceuticals
- Education
- Transportation & Delivery
- Prefer not to say
- Other



### Current Level

- Individual Contributor
- Manager
- Director
- Vice President
- Executive



Mean Years of Experience: **11.54**

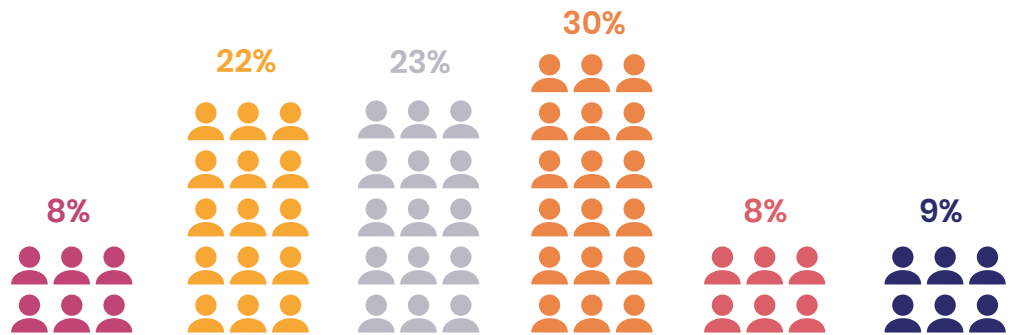
## Stage

- Start-Up (Early Growth Phase)
- Emerging (Scaling Operations and Expanding Market Presence)
- Growth (Focused on Revenue Growth and Market Share Expansion)
- Established (Mature Operations with Steady Growth)
- Enterprise (Well-Established, Large-Scale organization with Global Reach)



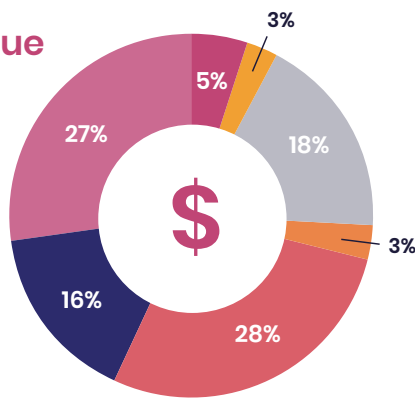
## Employees

- Under 100
- 101 - 500
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000 or more



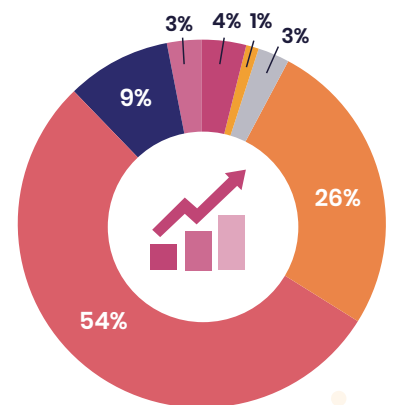
## Annual Revenue

- \$1M to \$4.9MM
- \$5MM to \$9.9MM
- \$10MM to \$49.9MM
- \$50MM to \$99.9MM
- \$100MM to \$499.9MM
- \$500MM to \$999,999B
- \$1B or more



## YoY Growth

- Increased 100% or More
- Increased between 76 and 100%
- Increased between 51 and 75%
- Increased between 25 and 50%
- Increased between 5 and 25%
- No change
- Decreased between 5 and 25%



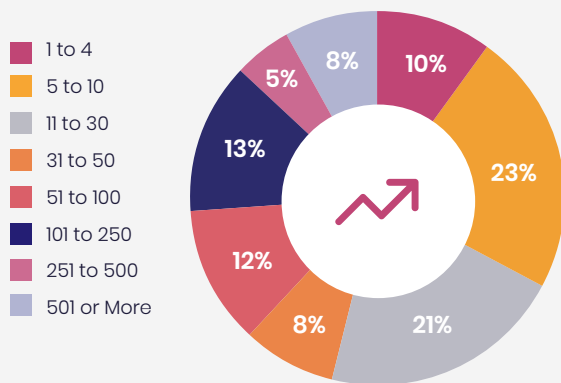
# Organizational Overview

Sales Engineering teams are experiencing a transformation in organizational design, with structures increasingly aligned to support revenue growth and long-term business objectives. A notable trend is the steady investment in Sales Engineering resources, which is congruent with overall revenue growth.

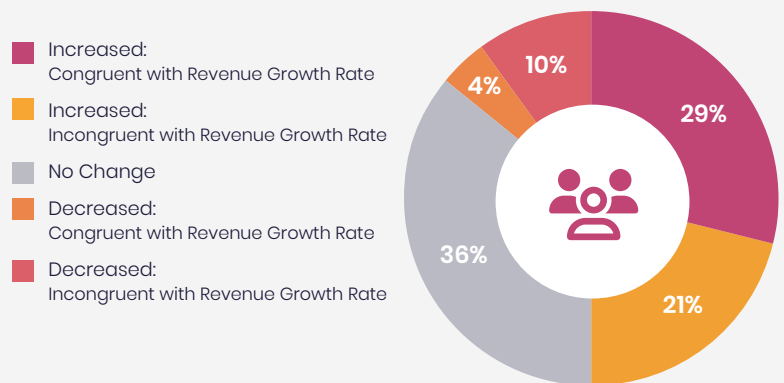
Organizations are recognizing that maintaining a robust Sales Engineering function is critical to ensuring technical alignment throughout the sales process, particularly in complex or highly competitive markets. This strategic alignment is fostering the adoption of a 4:1 AE:SE ratio as a benchmark, ensuring that Account Executives have adequate technical coverage to close deals efficiently without overextending SE capacity.

Unlike other roles within revenue organizations, Sales Engineers are facing minimal pressure to reduce headcount—a strong indicator that executive leadership sees them as essential to driving value across the customer lifecycle. This stability reflects a deeper understanding among C-suites of the multifaceted contributions SEs bring, from shortening sales cycles to improving win rates and increasing customer retention. As Sales Engineering teams continue to evolve, they are positioned as indispensable partners in achieving sustainable growth and operational excellence.

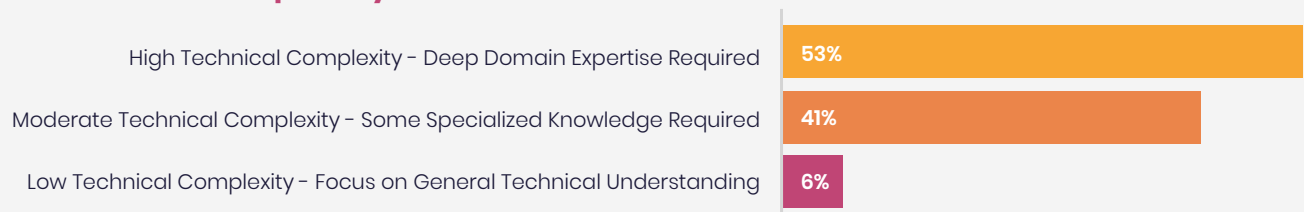
## Sales Engineering FTEs



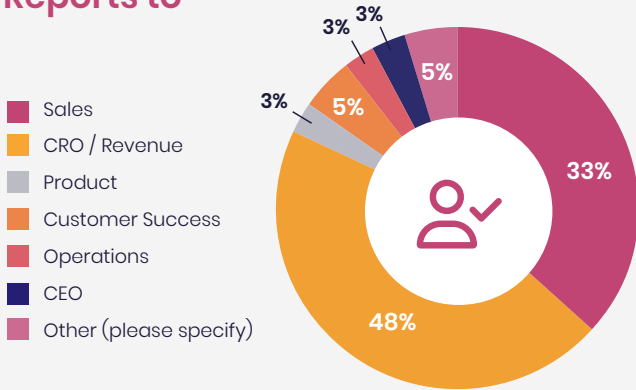
## Sales Engineering Team YoY Growth



## Technical Complexity



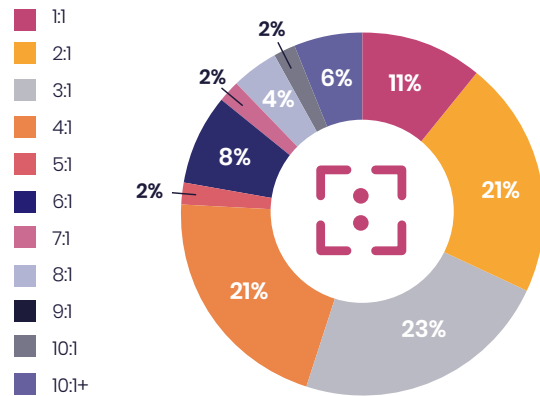
## Reports to



There is a growing acknowledgment that technical solutions demand the expertise of skilled technical professionals to effectively convey value and address complex customer needs. Sales Engineers are uniquely positioned to bridge the gap between technical intricacies and business outcomes, ensuring prospects and customers fully understand the solution's impact. This recognition underscores the importance of investing in SE teams to deliver precise, credible insights that drive buying confidence and long-term success.

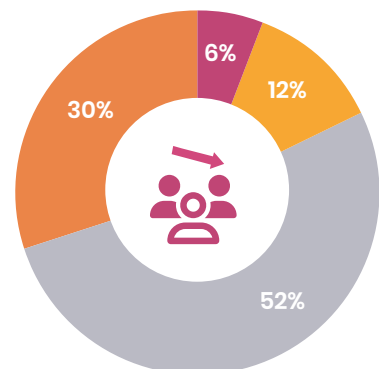
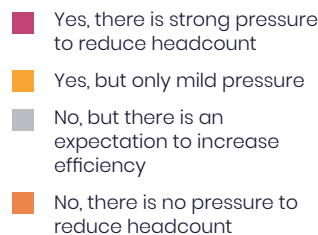
### Q. What best describes your current SE to AE Ratio?

Sales organizations are increasingly shifting toward flatter AE:SE ratios, emphasizing the need for more balanced technical coverage throughout the sales process. By adopting ratios closer to 2:1 or 3:1 in certain industries, companies aim to provide deeper technical expertise and stronger customer engagement at every stage of the deal. This trend highlights the critical role SEs play in driving deal success and delivering value across the customer journey.



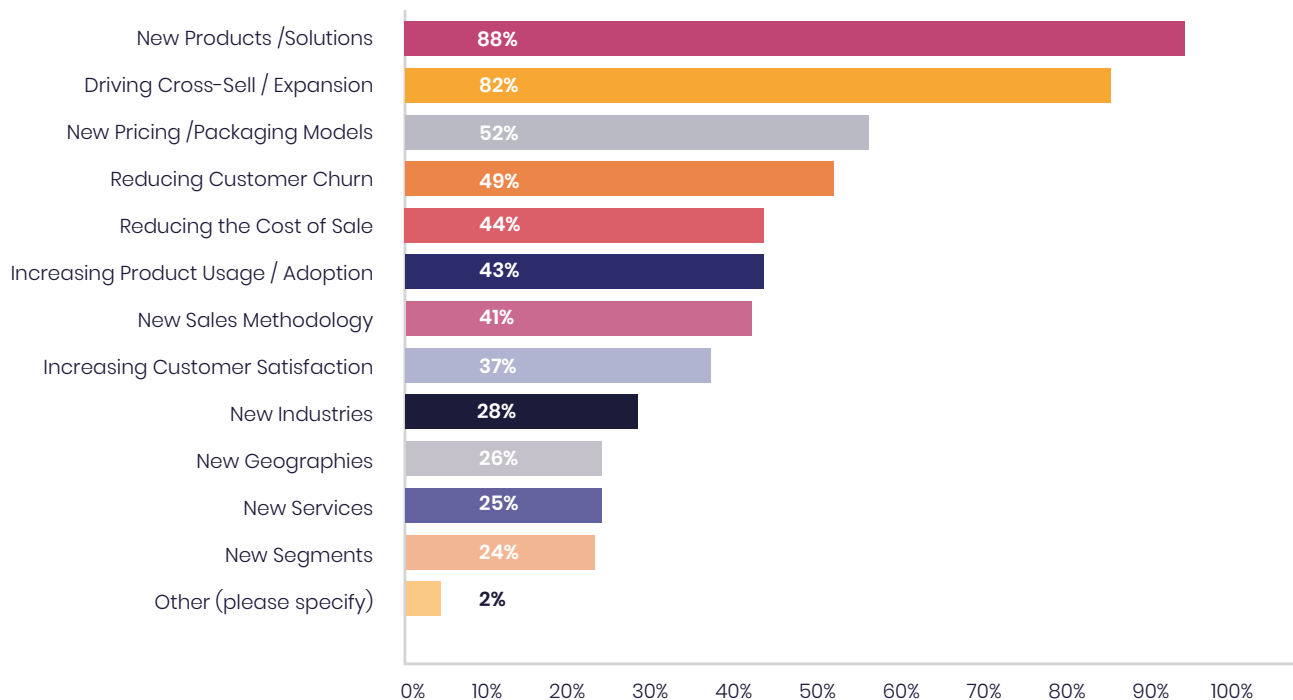
### Q. Is there current pressure to reduce SE Headcount?

The Sales Engineering function remains a cornerstone of organizational success, facing little to no pressure to reduce headcount. This stability reflects a clear recognition of its critical role in driving revenue and customer satisfaction.

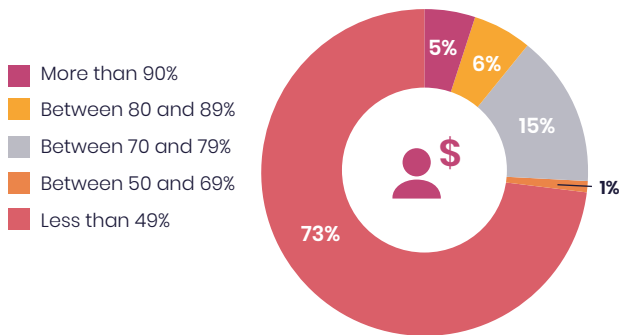


**Q. What strategic initiatives do you anticipate your team will support this year?**

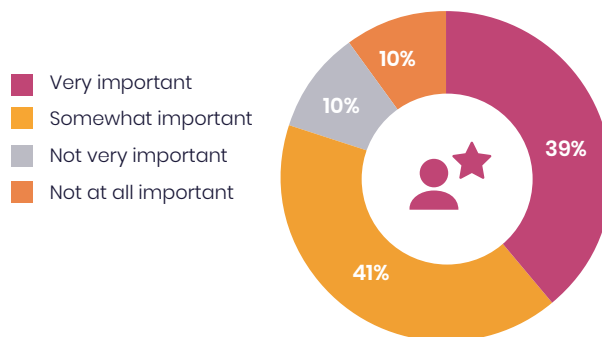
Cross-sell and expansion initiatives, alongside new product launches, are the top strategic priorities for organizations aiming to maximize growth. These efforts are closely connected, as successfully launching new products often creates opportunities for expansion within existing accounts.



**Q. What % of your team's compensation is variable pay?**



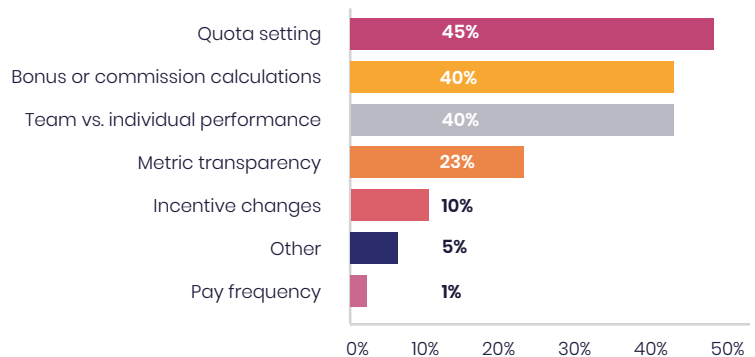
**Q. How important is it to you that your compensation plan is tied to overall company achievements rather than individual performance metrics?**





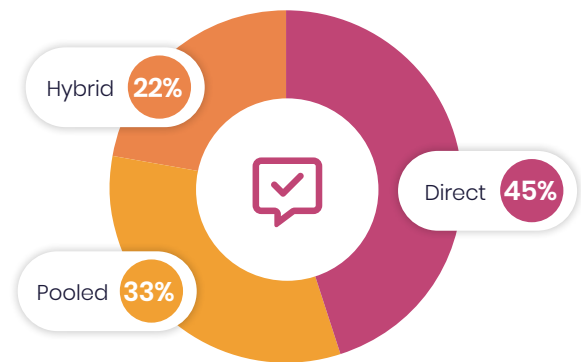
## What aspects of your compensation plan are most challenging to predict or understand?

Despite base pay comprising the majority of SE compensation, teams report challenges in predicting their pay. Visibility around quota and commission calculations would reduce ambiguity. Additionally, SEs call for better insight into performance metrics and KPIs to understand where they stand ahead of time.



## How are Sales Engineers assigned to Sales Teams?

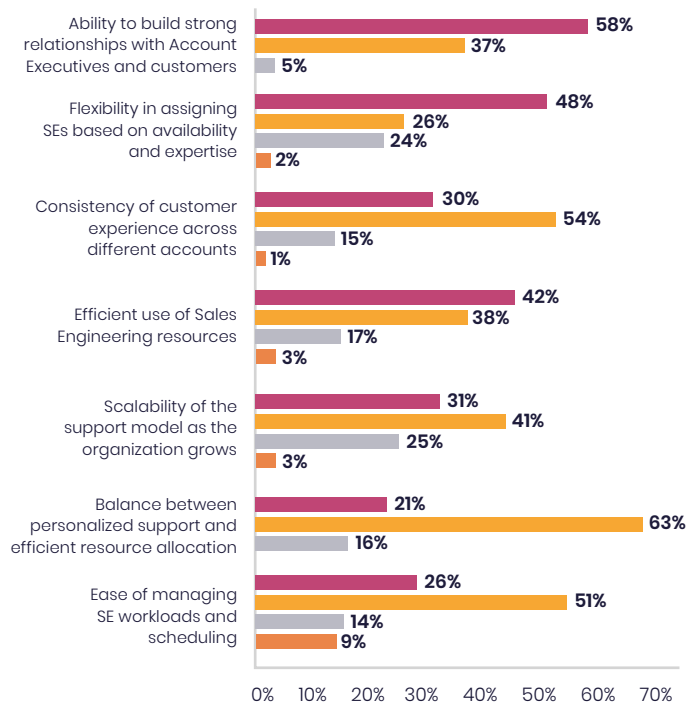
- Direct: Paired with specific Individuals or Teams
- Pooled: Supporting multiple Individuals or Teams as needed
- Hybrid: Combines elements of Direct and Pooled



## How would you rate the advantages of your assignment model against the following considerations?

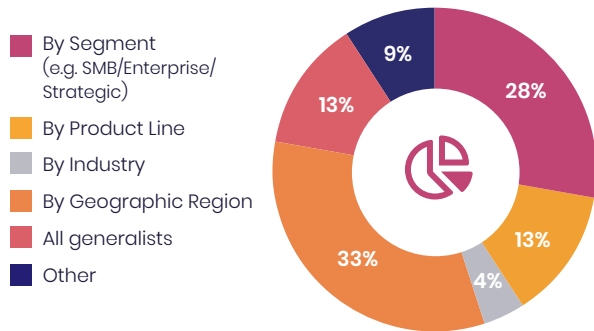
There is no universal model for assigning SEs, as organizations tailor structures to their unique needs. However, flatter AE:SE ratios often favor a direct assignment model, where SEs are paired with specific individuals for closer collaboration. This approach enables deeper relationships and more focused technical support throughout the sales process.

- Very advantageous
- Somewhat advantageous
- Somewhat disadvantageous
- Very disadvantageous

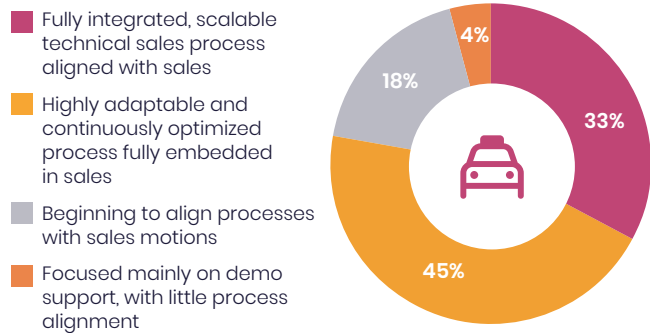


Sales Engineering teams are striking a balance across various segmentation models, ensuring flexibility to meet diverse customer needs. Most respondents report strong alignment between SEs and sales teams, with structures designed to adapt as the sales process evolves. This adaptability is critical for maintaining effectiveness and driving success in dynamic sales environments.

### Q. How is your Sales Engineering team segmented?



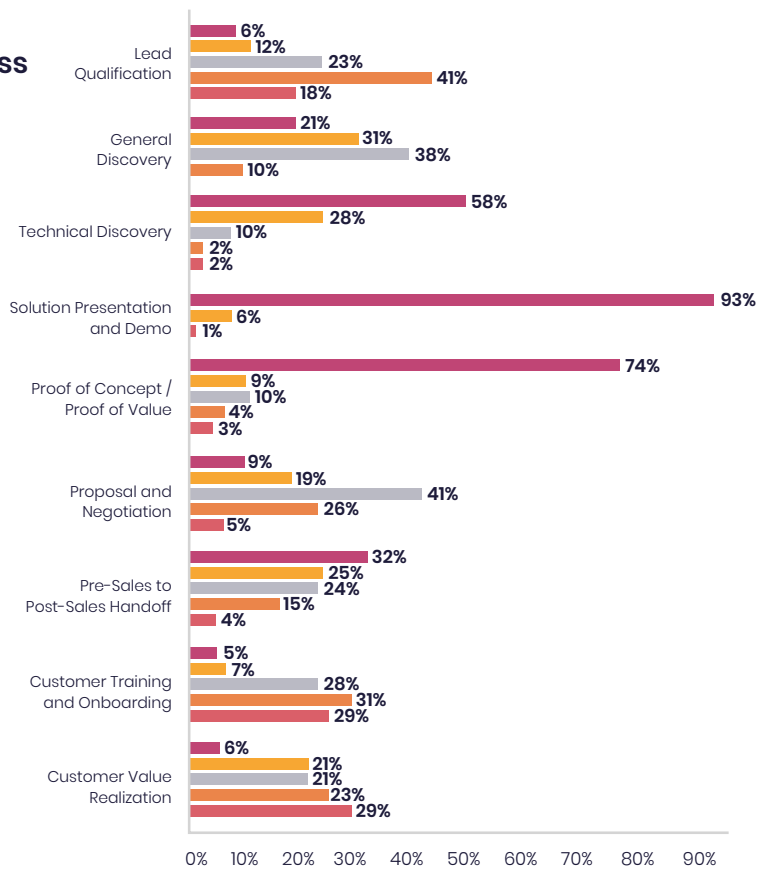
### Q. How integrated is the Sales Engineering team's process with the broader sales process?



### Q. State your involvement in each stage of the sales process

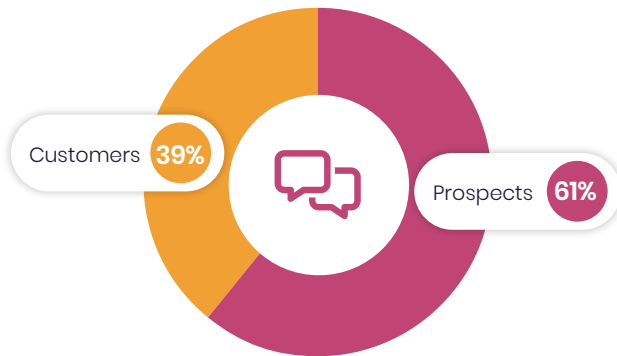
Sales Engineers are expanding their influence across the entire sales cycle, from discovery to post-sale engagements. With flatter AE:SE ratios, there are greater opportunities for SEs to contribute more strategically, driving deeper customer engagement and value delivery at every stage.

- Very Often
- Often
- Sometimes
- Rarely
- Never

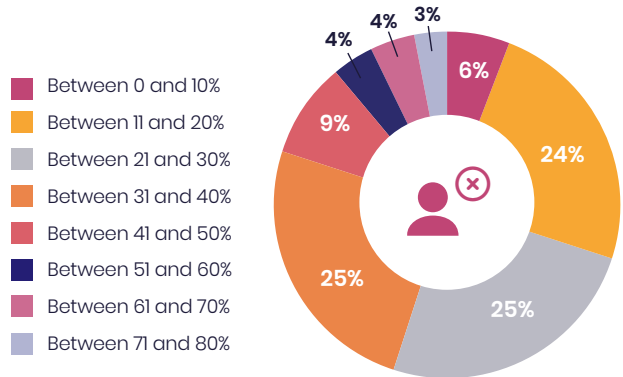


Sales Engineers are increasingly dividing their time between engaging prospects and supporting existing customers. However, regardless of opportunity type, many of pursuits are poorly qualified, highlighting significant opportunities to optimize resources and of their focus on high-value engagements.

**Q. How much of your buyer-facing time is split between prospects and customers?**



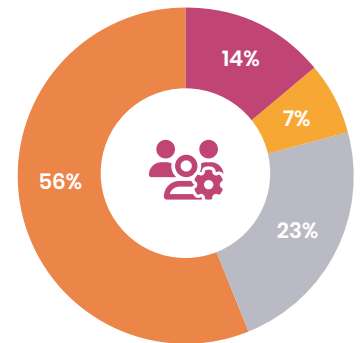
**Q. What percentage of your activities are spent on poorly qualified pursuits?**



**Q. Is your organization considering or currently implementing a combined Sales Engineering and Customer Success team structure?**

While there has been significant online discussion about merging Sales Engineering (SE) and Customer Success (CSM) teams, the data reveals this is not yet a widespread practice. Fewer than 15% of organizations have adopted this combined structure, suggesting most still see value in maintaining distinct roles. This indicates a preference for specialized expertise to address the unique demands of pre-sales and post-sales engagements.

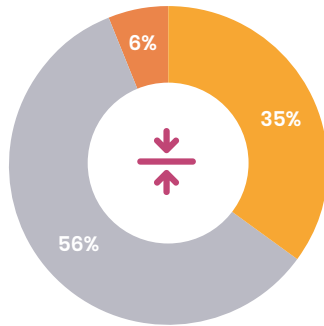
- Yes, we are currently combining SE and CSM teams
- Yes, we are considering combining SE and CSM teams
- No, but there have been discussions about it
- No, and it is not being considered at this time



The majority of Sales Engineering teams report basic levels of alignment with their peer teams, such as Product, Marketing, and Customer Success. While foundational collaboration exists, there remains significant room for improvement to achieve seamless cross-functional synergy.

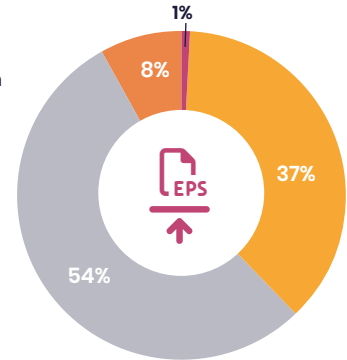
**Q. How aligned is the Sales Engineering team with the Product Management team?**

- None of the above
- Strategic alignment, with regular collaboration on the product roadmap
- Basic alignment with occasional collaboration
- Little to no cross-functional alignment



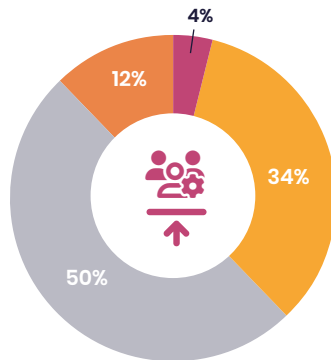
**Q. How aligned is the Sales Engineering team with the Marketing team?**

- None of the above
- Strategic alignment with regular collaboration on marketing campaigns and programs
- Basic alignment with occasional collaboration
- Little to no cross-functional alignment

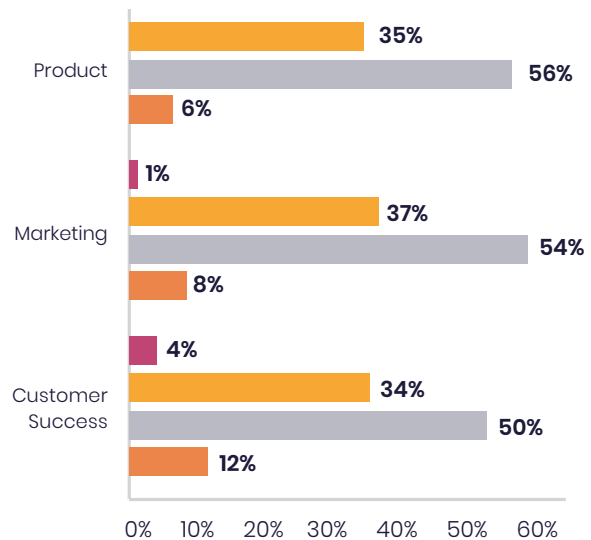


**Q. How aligned is the Sales Engineering team with the Customer Success team?**

- None of the above
- Strategic alignment with regular collaboration on customer success initiatives
- Basic alignment with occasional collaboration
- Little to no cross-functional alignment

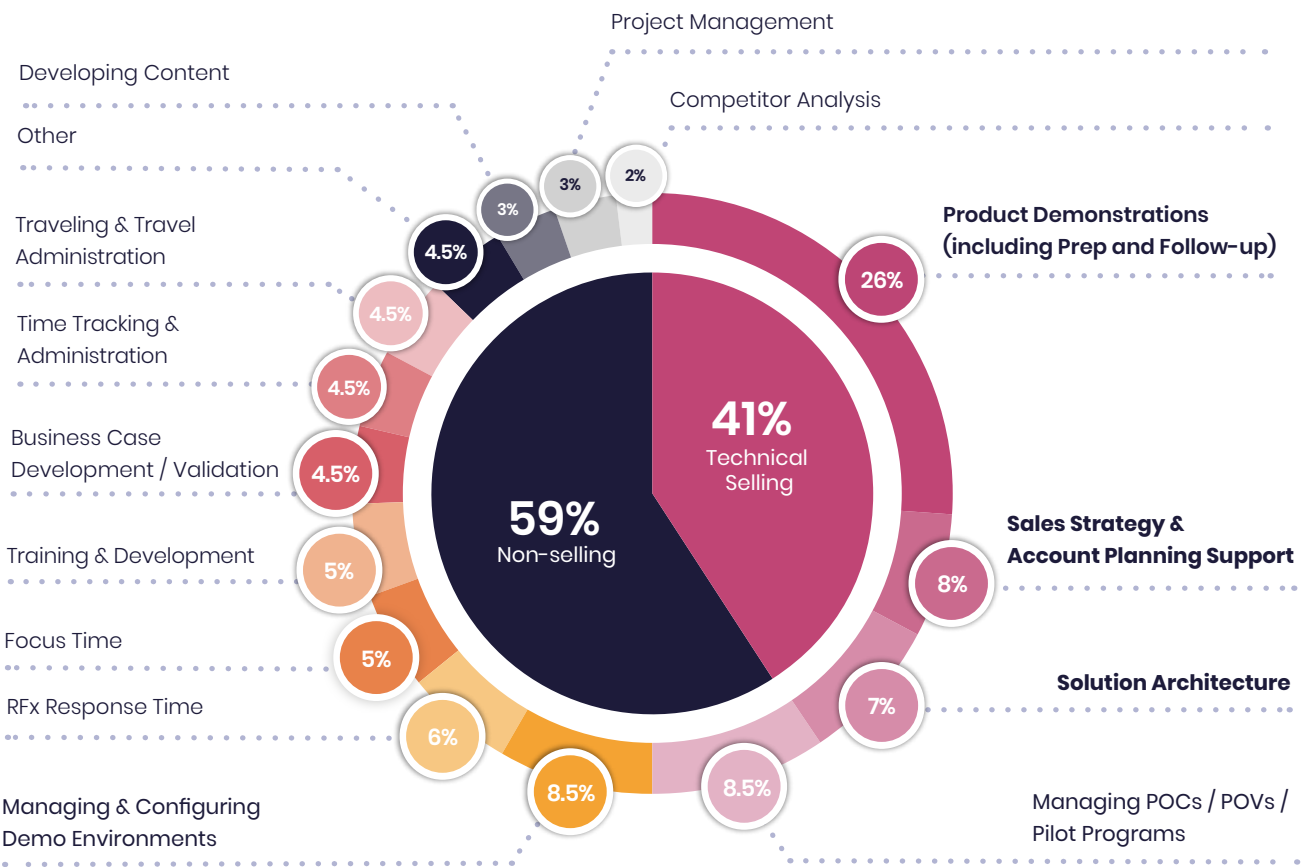


**SE Alignment by Other Departments**



Although Sales Engineers spend relatively more time on technical selling pursuits than last year's respondents, they still spend the majority of their time on non-selling activities. This highlights a sustained need for tooling and process improvement to minimize the administrative burden on individual SEs.

**Q. When considering time spent on activities completed in your organization, please allocate a total of 100 points among the following activities based on how much is spent per week.**



# Planning and Budgeting

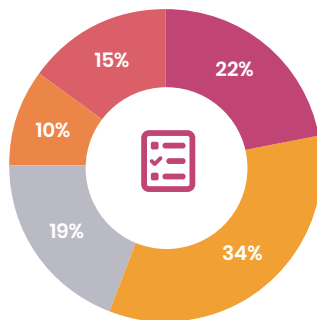
Sales Engineering teams are experiencing notable increases in budget allocations, reflecting the growing recognition of their critical role in driving revenue and customer success. Many organizations are reaching new levels of spend, with leaders demonstrating confidence in securing additional investment for the upcoming fiscal year. This trend highlights a shift in organizational priorities, as Sales Engineering functions become a focal point for strategic initiatives aimed at improving technical coverage, enhancing customer engagement, and optimizing deal success.

A closer look at budget distribution reveals an 78/11/11 split across key areas: personnel, programs, and software. The majority of investment is dedicated to people, underscoring the importance of hiring, retaining, and developing top talent to meet increasing demand.

Meanwhile, 10% is allocated to programs that enable technical sales professionals to deliver value effectively, and another 10% supports software solutions that streamline processes and provide actionable insights. This balanced approach ensures that Sales Engineering teams are equipped to scale their impact while aligning with broader business goals.

## Q. What is your level of involvement in the planning and budgeting process for the Sales Engineering team?

- Own the Process
- Influence the Process
- Aware of the Process
- Unaware of the Process
- I am an Individual Contributor



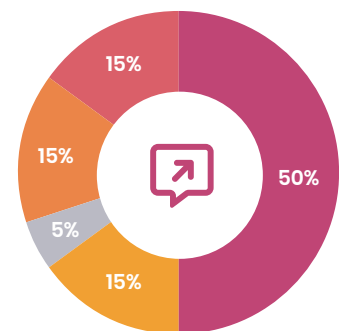
## Q. How has the budget for Sales Engineering changed year-over-year?



## Q. What is driving the budget changes?

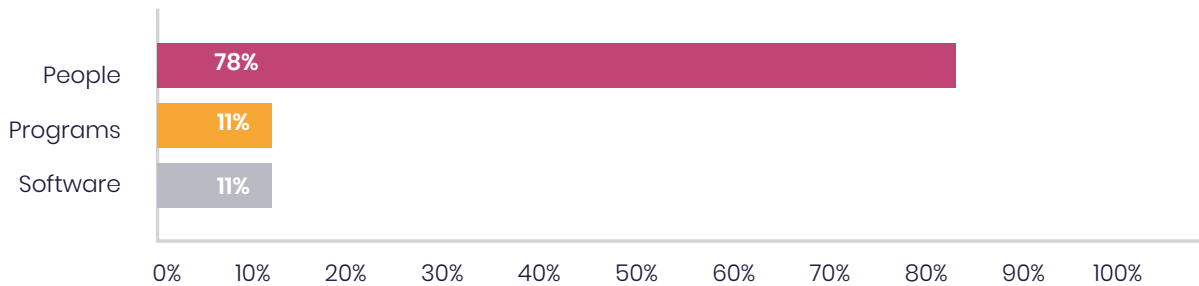
Sales Engineering budgets are on the rise, aligning closely with overall revenue growth. This congruence underscores the strategic importance of SE teams in driving and supporting scalable business success.

- Corresponding Revenue Growth
- Hiring and Employee Retention
- Changing Market Conditions
- Budget Pressures and Universal Cuts
- Reorganization





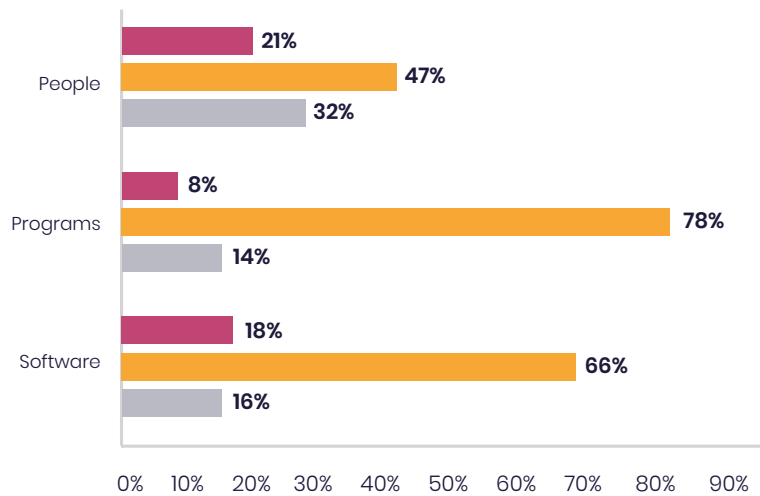
### Reflected as a percentage, how do you plan on distributing the budget across the following categories?



### How does your planned distribution align to last year's distribution?

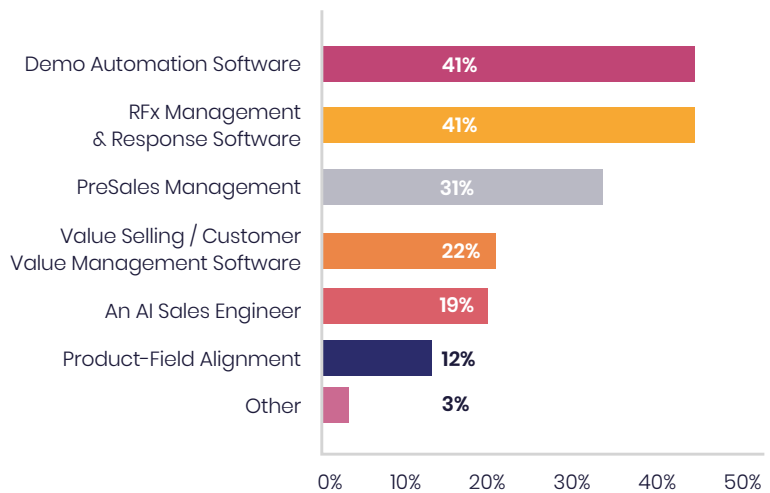
Sales Engineering teams plan to allocate spend across people, programs, and software similar to last year's distributions. This congruence suggests that investment priorities are consistent.

- Spending less than last year
- Spending the same
- Spending more than last year

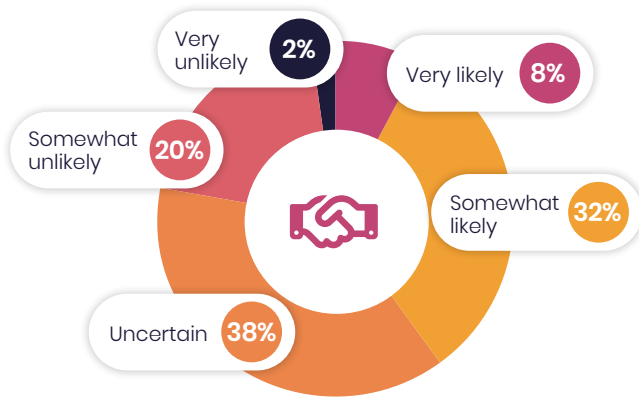


### Which software/solutions do you intend on investing in? (select one or more)

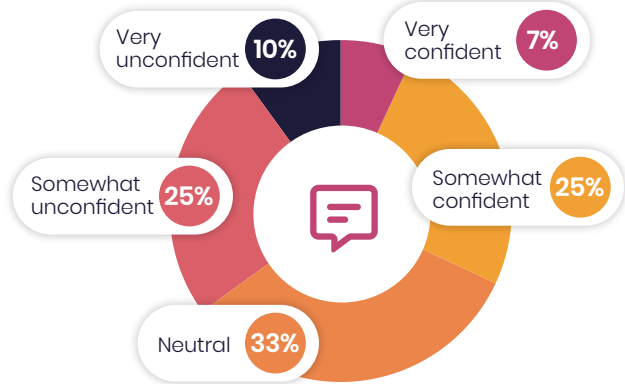
Teams increasing their software spend are prioritizing investments in Demo Automation and RFP Management tools. These technologies are seen as essential for streamlining pre-sales workflows and enhancing the efficiency of technical selling efforts.



**Q. If you asked for more financial investment, how likely is your request to be approved?**

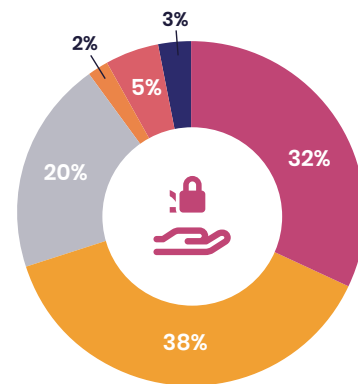


**Q. How confident are you in your ability to request more financial investment?**



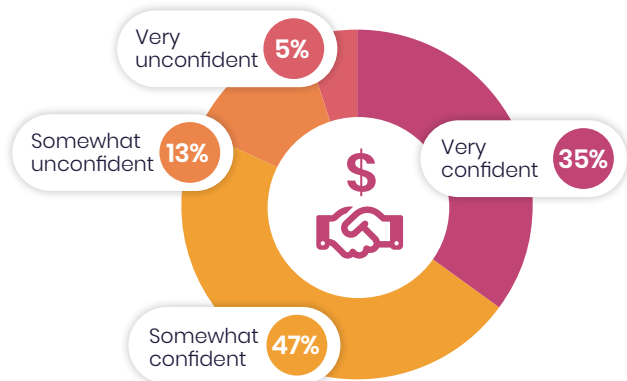
**Q. What type of justification would be most essential in securing additional budget?**

- Clear ROI projections
- Evidence of increased sales effectiveness
- Alignment with strategic company goals
- Data on competitive advantage
- Customer success or retention impact
- Other



**Q. How confident are you in your ability to orchestrate the justification for more investment?**

Sales Engineering leaders are increasingly confident in their ability to secure additional budget when needed. Requests for more funding are likely to be approved, provided they demonstrate clear ROI and alignment with improved sales effectiveness. This confidence reflects growing executive recognition of the measurable impact SE teams have on driving revenue and customer success.



# AI in Sales Engineering

Respondents reported on their leverage of AI for tasks like automating demo scripting, improving qualification processes, and providing real-time insights during customer engagements.

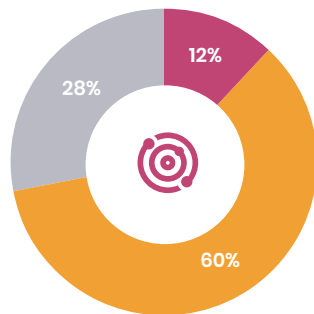
The value is clear: **AI allows SEs to focus on high-impact activities by reducing the time spent on repetitive or administrative tasks.** As a result, organizations are experiencing faster deal cycles, improved technical coverage, and enhanced customer satisfaction.

However, alongside this early adoption comes higher expectations for AI solutions. Sales Engineering leaders are looking beyond basic automation, expecting AI tools to integrate seamlessly with existing workflows and deliver actionable insights tied directly to business outcomes. The bar is being

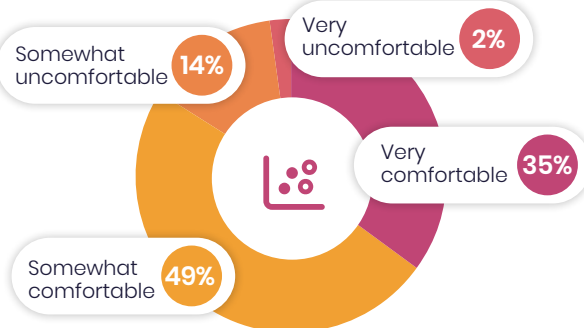
raised for AI to not only enhance efficiency but also demonstrate measurable impact on sales effectiveness and customer success. This shift highlights the need for AI solutions that are purpose-built for technical sales, capable of addressing the unique challenges and complexities of the Sales Engineering function.

## Q. How has AI impacted your role?

- Significantly improved efficiency and productivity
- Somewhat improved efficiency and productivity
- No significant impact

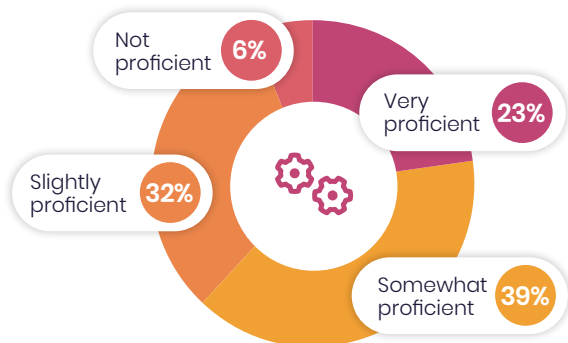


## Q. How comfortable are you using AI tools / platforms?



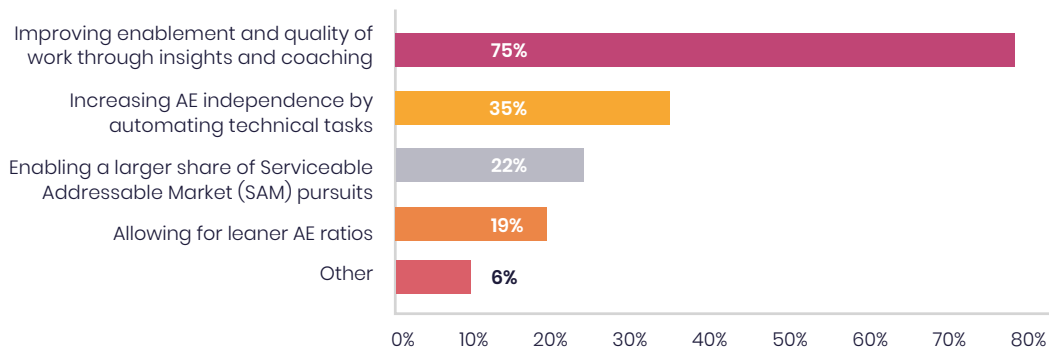
## Q. How would you rate your proficiency in AI tools / platforms - relative to where you think you need to be to perform your roles effectively?

AI has somewhat improved efficiency and productivity within Sales Engineering teams, streamlining processes and reducing manual workloads. Most SEs report a decent level of comfortability with AI tools, indicating growing familiarity and adoption. While teams are becoming somewhat proficient in leveraging AI, there remains significant room for growth in fully realizing its potential and in equipping teams with the most impactful tools and applications.

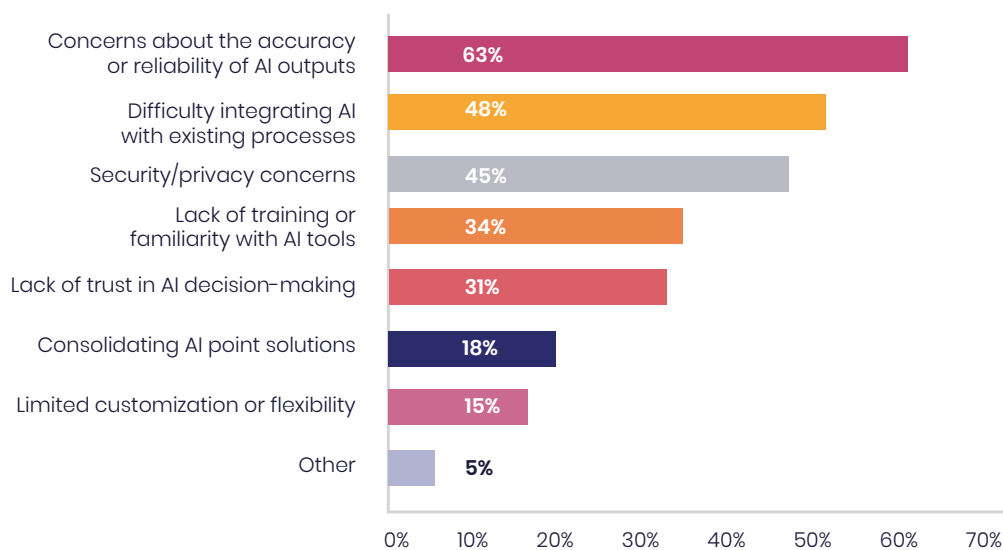


Sales Engineering teams express concerns about the accuracy and reliability of AI solutions, as well as issues related to security and seamless integration with existing processes. A lack of adequate training further hinders teams from fully utilizing AI's capabilities and building trust in its outputs. Many leaders also desire AI to play a more active role in improving enablement and coaching, providing personalized insights to uplevel technical sales performance.

**Q. Where do you see the most value for AI in improving your team's performance?**

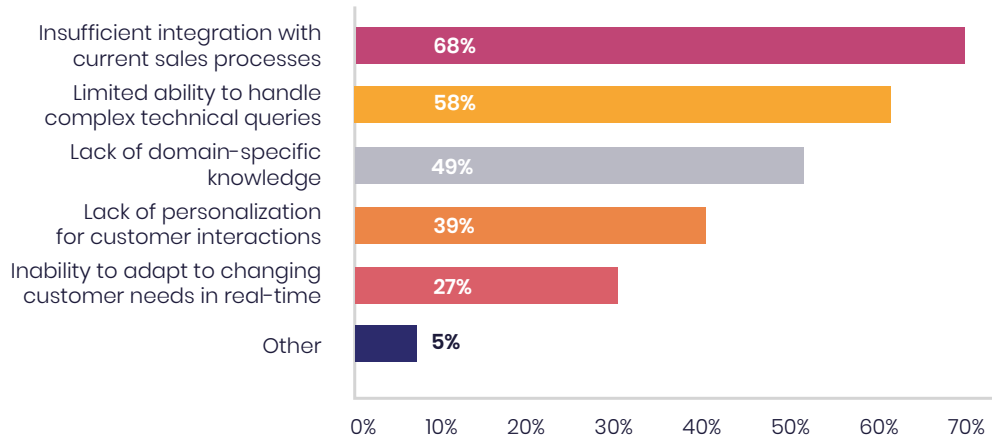


**Q. What challenges have you encountered with AI tools/solutions?**

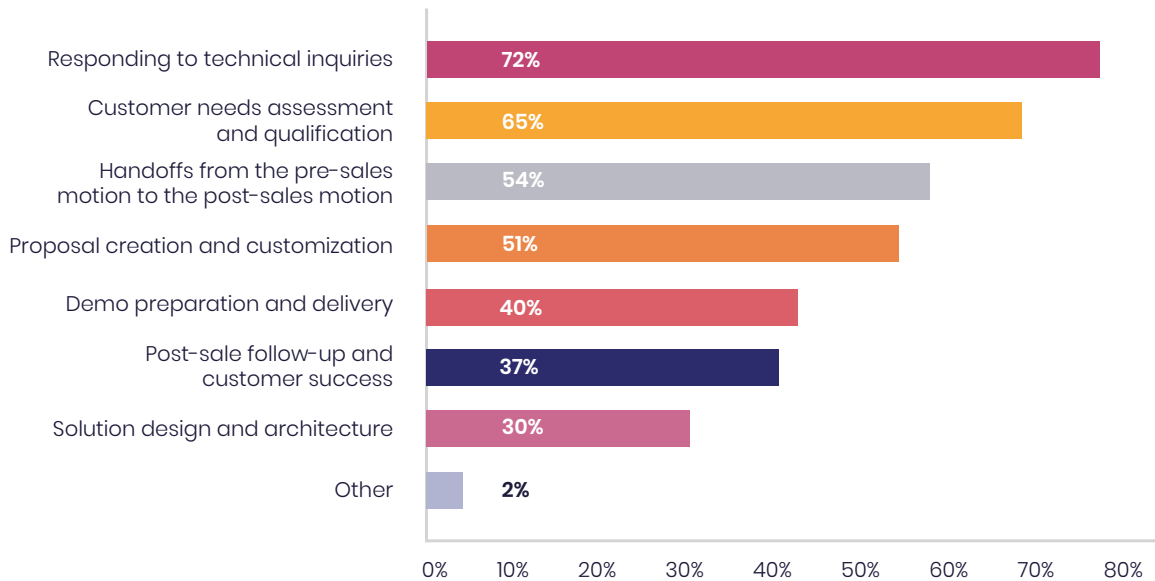




### Where do you feel AI is falling short in supporting your processes?



### Which areas would you like AI to take a more active role in supporting you and your processes?



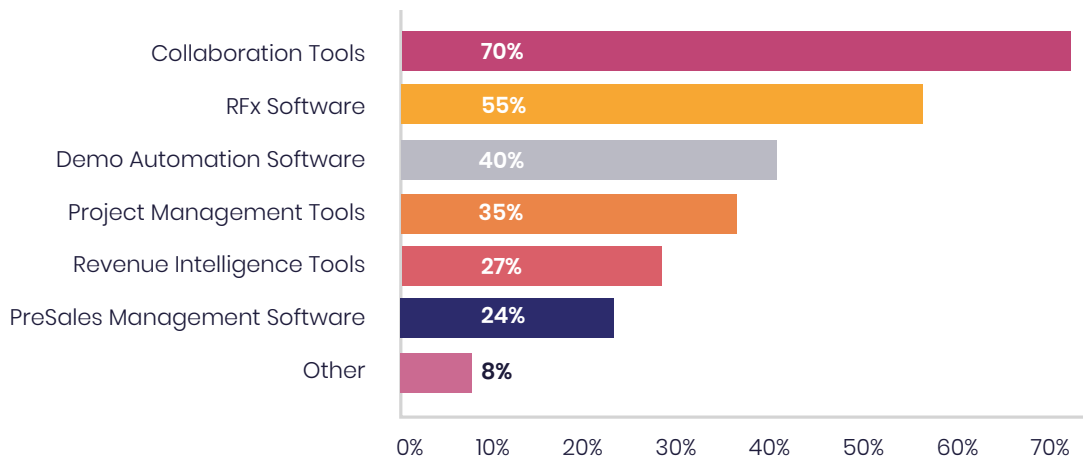
# Sales Engineering Solutions

Sales Engineering teams rely heavily on collaboration tools and RFX (Request for Proposal/Request for Information) software, which remain the most prevalent solutions in their technology stack. These tools address specific, point functionalities, such as document sharing, proposal generation, and team communication, offering targeted benefits for niche aspects of the sales process. However, their limited range of capabilities often fails to address the broader, strategic needs of Sales Engineers, resulting in low usage and adoption rates. This underutilization highlights a gap in tools designed to fully support the dynamic and multifaceted responsibilities of SE teams.

Despite these challenges, there is little pressure to consolidate the existing tech stack. Organizations appear content with a fragmented approach, as most tools serve their immediate purposes without requiring significant integration efforts. While this reduces the urgency to overhaul systems, it also limits the potential for a unified platform that could

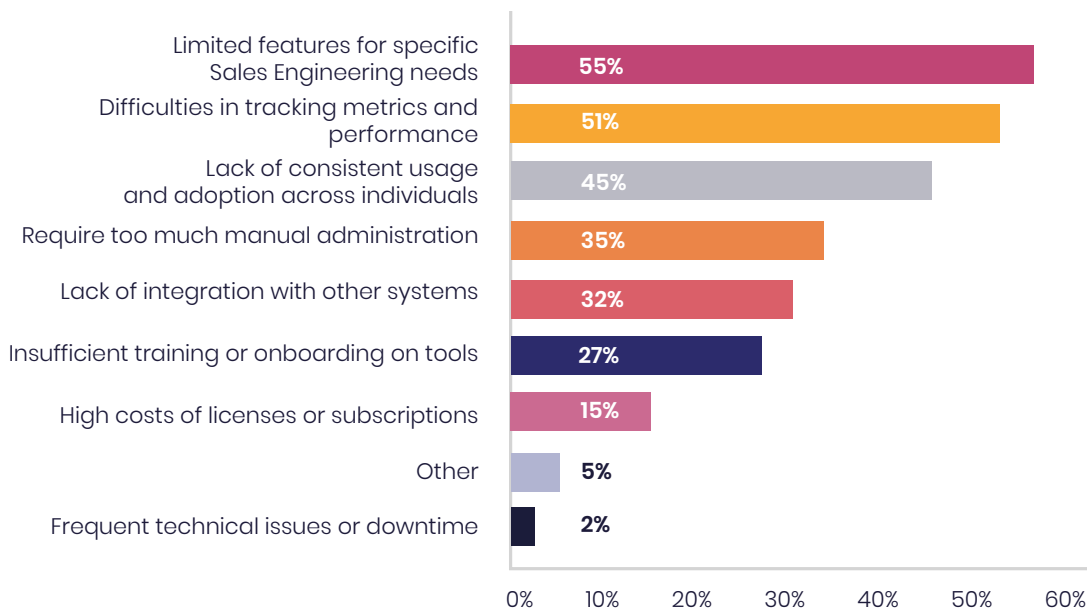
streamline workflows, enhance collaboration, and provide holistic insights across the sales process. As the Sales Engineering function evolves, the need for comprehensive, scalable solutions may become more pressing, driving greater alignment between tools and team objectives.

## Q. What tools does your team currently use?



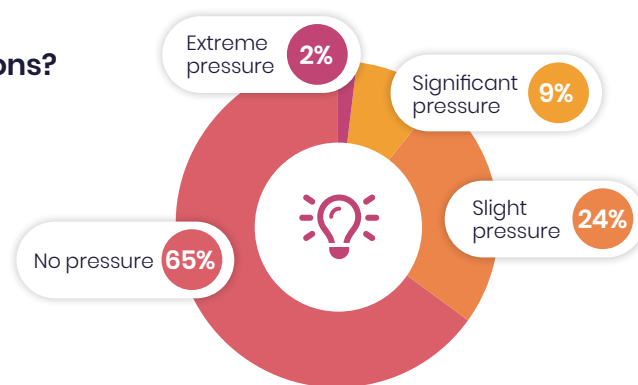
## Q. What are your team's biggest challenges with the current set of solutions?

Sales Engineering solutions often lack the capability to provide the insights needed to clearly demonstrate the value of the function. This gap makes it challenging for leaders to connect SE contributions to business outcomes and justify further investment.



## Q. How much pressure is there to consolidate the current set of solutions?

Compared to other departments, SE teams are relatively insulated from increasing pressures to consolidate their tech stack. Perhaps this is due to the relative lack of investment in dedicated SE tooling compared to other GTM functional areas.



# Sales Engineering Performance

Measuring the success of Sales Engineering teams remains a significant challenge, with many leaders struggling to capture meaningful metrics that reflect the full scope of their team’s contributions. Traditional KPIs, such as the number of demos delivered or technical engagements completed, often fail to tell the whole story, particularly when it comes to demonstrating value beyond pre-sales activities. **This limitation leaves many SE leaders unable to effectively showcase their impact on key business outcomes, such as deal velocity, win rates, and customer retention.** As a result, there is a growing need for metrics that go beyond activity tracking to capture the strategic influence of SEs across the sales cycle.

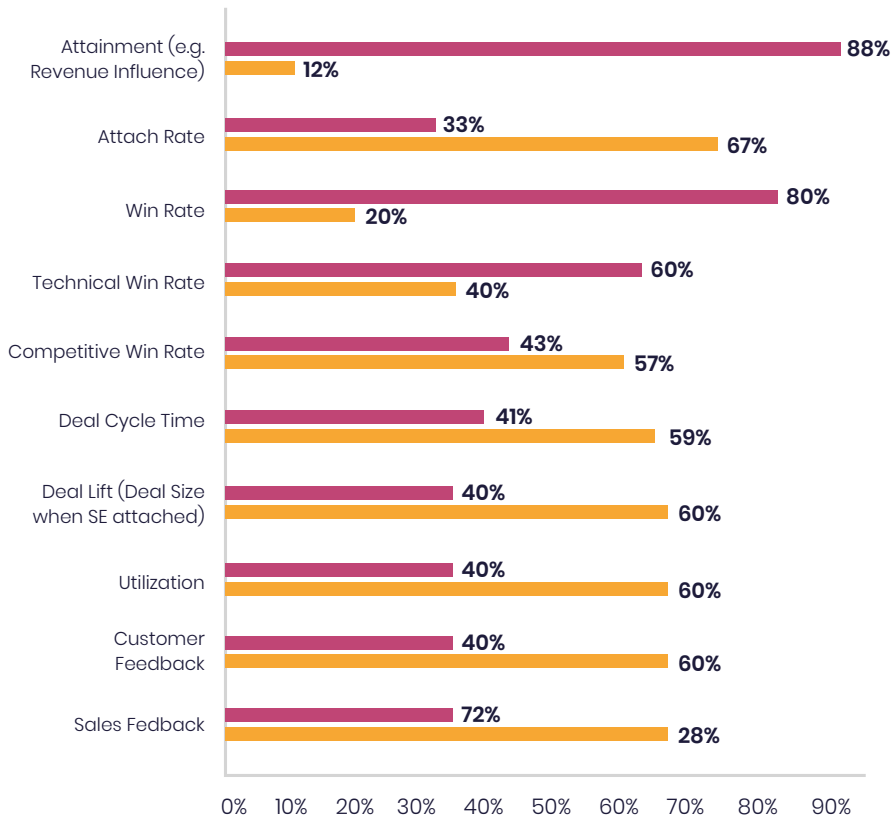
Even when metrics are available, leveraging them to support decision-making is not always straightforward. Many organizations lack the tools or processes necessary to analyze and act on these insights effectively. This can hinder resource allocation, budget justification, and alignment with broader sales and business objectives. To address

these challenges, SE leaders are increasingly looking for purpose-built solutions that provide actionable insights tied to their KPIs, enabling them to make data-driven decisions and secure additional investment to scale their teams. Without this level of visibility, Sales Engineering teams risk being undervalued despite their critical role in driving revenue and customer success.



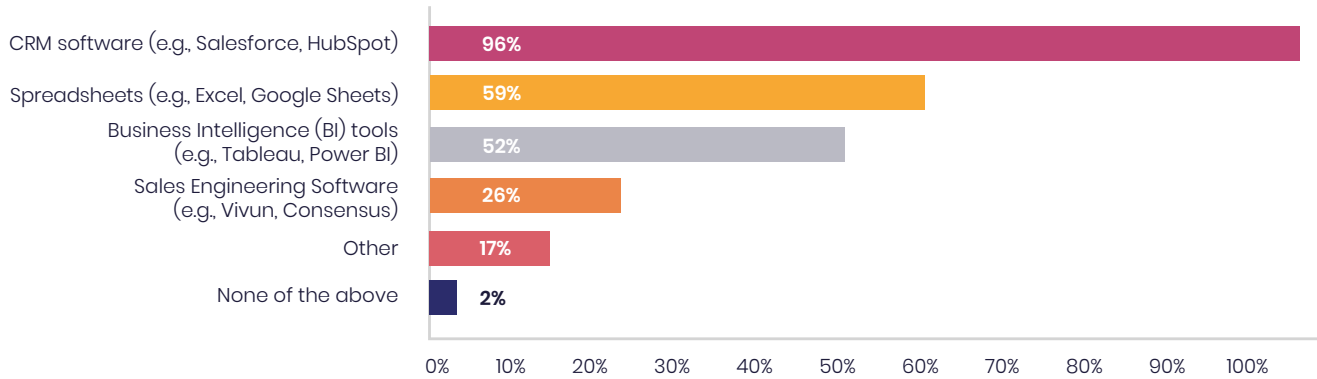
## Which metrics do you use to measure Sales Engineering performance?

■ Yes  
■ No

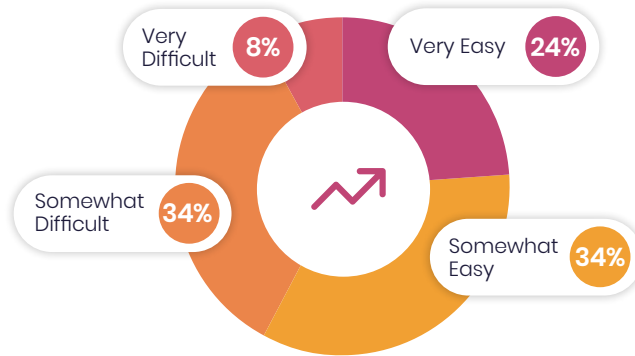


**Q. What tools/platforms do you use to gather and analyze performance data?**

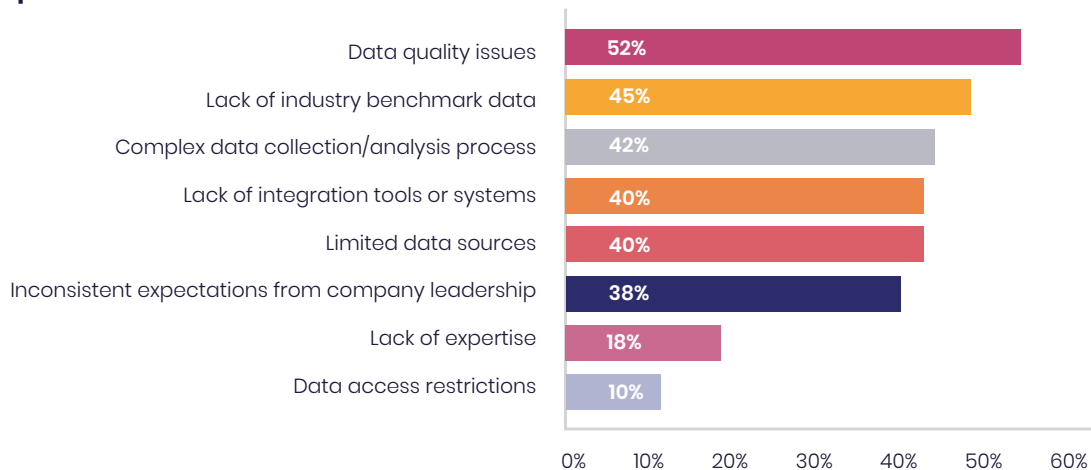
Metrics that are more closely aligned to the sales process are often difficult to attribute directly to Sales Engineers, creating challenges in demonstrating their impact. With CRM systems and spreadsheets remaining the primary tools for performance measurement and management, many teams struggle to capture and analyze the full value SEs bring to the organization.



**Q. How easy is it to obtain Sales Engineering performance data within your organization?**



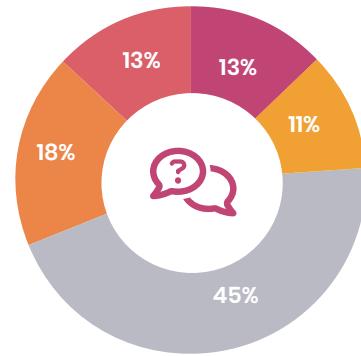
**Q. What are the top contributing factors to the difficulty in collecting performance data?**





### How often are SE insights and analytics used in organizational decision making?

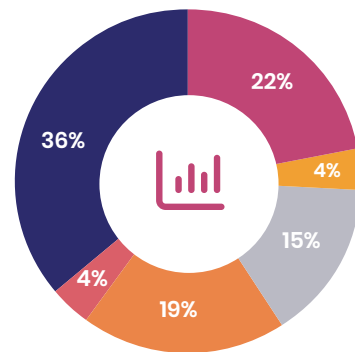
- I am not in a people leadership position
- Rarely collected or used
- Collected and occasionally used to inform decisions
- Insights inform key decisions across functions
- Integral to decision-making across the business, shaping strategy and execution



### How frequently is Sales Engineering performance data share with Senior Leadership?

Data quality and the lack of reliable benchmarks are the two biggest challenges teams face in collecting and utilizing Sales Engineering metrics. Additionally, there is no standard cadence for when and how data should be shared, leading to inconsistent visibility and alignment across teams.

- Weekly
- Bi-weekly
- Monthly
- Quarterly
- Annually
- On an as-needed basis



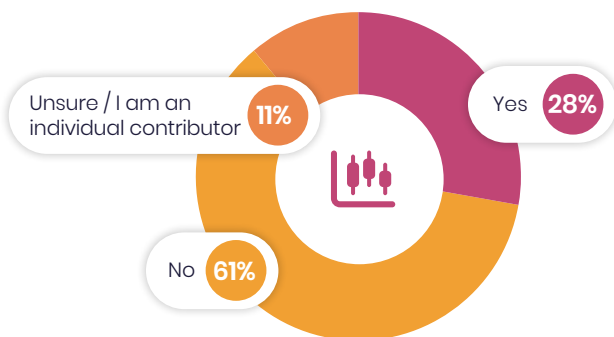
# Technical Forecasting

Technical forecasting is emerging as a critical capability for Sales Engineering teams, providing a more nuanced approach to predicting sales outcomes by incorporating technical inputs. Unlike traditional forecasting methods that rely solely on sales data, technical forecasting leverages insights from SEs, such as the quality of customer discovery, solution fit, and technical validation progress. **By integrating these factors, organizations can achieve greater accuracy in their forecasts, aligning expectations with actual deal readiness and reducing surprises in the sales pipeline.** This approach empowers SEs to play a more strategic role in shaping forecasts and ensuring resources are allocated effectively to high-probability opportunities.

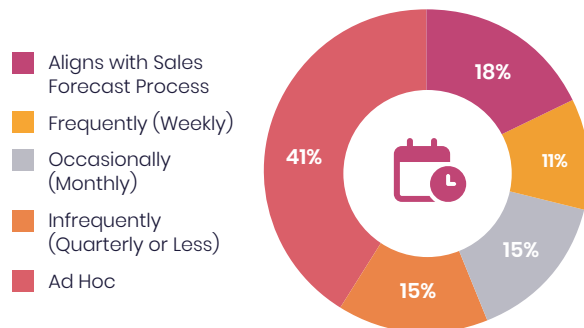
Despite its potential, implementing technical forecasting comes with its challenges. Many teams struggle to standardize the collection and analysis of technical data, often relying on disparate systems that hinder consistency and visibility. Moreover, there is a need for better tools and processes to ensure technical insights are captured in real-time and

seamlessly integrated with broader sales forecasts. As technical forecasting evolves, organizations that invest in purpose-built solutions and prioritize cross-functional collaboration between Sales and Sales Engineering are poised to gain a competitive edge, leveraging data-driven insights to optimize decision-making and drive revenue growth.

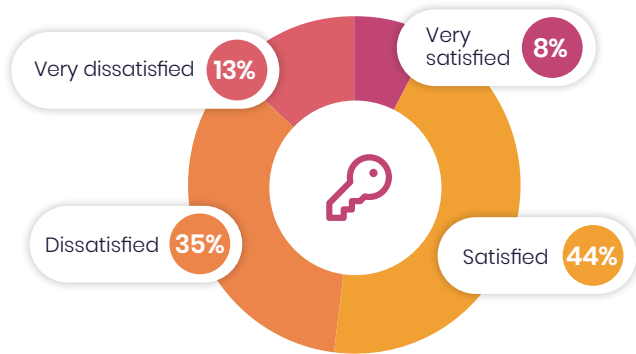
## Q. Does your Sales Engineering team provide a Technical Forecast?



## Q. How often does your team provide the Technical Forecast?

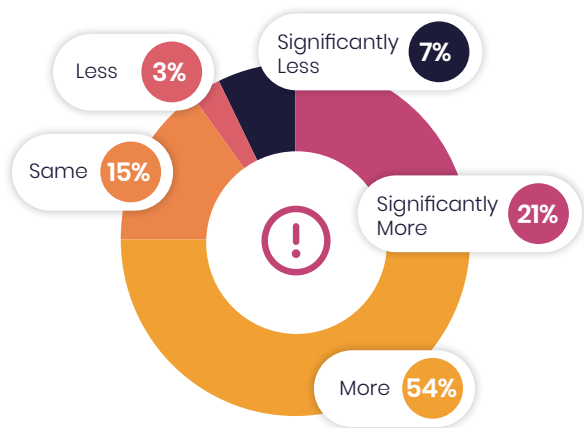


**Q. How satisfied are you with your Technical Forecast process?**



**Q. How often does your Sales Engineering team identify risks not previously flagged by the sales team?**

Despite their key role in identifying risk, the majority of SE teams do not provide a formal technical forecast, leaving a critical gap in aligning technical insights with sales outcomes. The majority of teams that do provide a technical forecast do so ad-hoc, rather than on a regular cadence. This represents a missed opportunity to proactively mitigate deal risk.



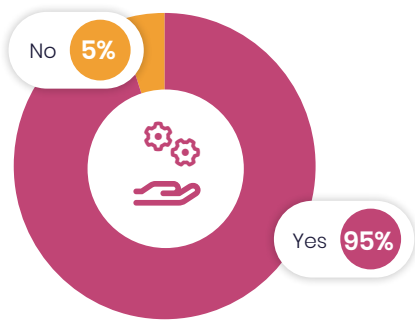
# Product Field Alignment

Product-Field alignment is a cornerstone of effective collaboration between Sales Engineering teams and Product organizations, ensuring that go-to-market efforts are informed by the latest developments and customer insights. While the majority of teams report having basic levels of alignment, with weekly meetings to discuss product updates and field feedback, these interactions often lack depth. This foundational engagement provides some visibility into product strategy but stops short of fostering the level of collaboration needed to truly align priorities and drive mutual success.

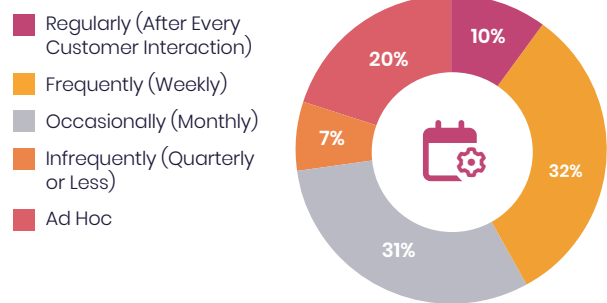
Despite the frequency of these meetings, the majority of respondents express dissatisfaction with the product roadmap, citing a lack of alignment with customer needs and sales priorities. This disconnect highlights a critical opportunity for Product and Sales Engineering teams to work more cohesively, ensuring

that roadmaps reflect actionable insights from the field. Addressing this gap is essential for building trust, improving product relevance, and empowering Sales Engineering teams to deliver greater value in their engagements. Without stronger alignment, organizations risk missing opportunities to capitalize on market demands and enhance customer satisfaction.

## Q. Does your Sales Engineering team provide feedback to Product Management?

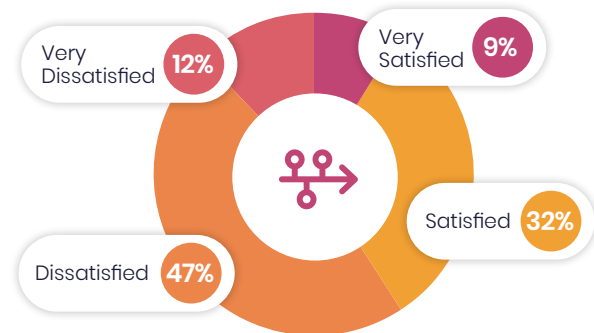


## Q. How often does your team provide feedback to Product Management?



## Q. How satisfied are you with the Product Roadmap?

Teams meet regularly with Product, but these interactions often fall short of being truly effective in aligning priorities and driving actionable outcomes. This suggests a need for more structured collaboration and clearer processes to ensure meetings translate into meaningful alignment and impact.



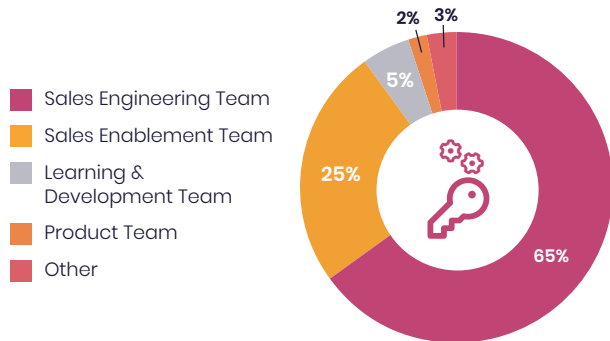
# Sales Engineering Enablement

Sales Engineers are often responsible for enabling their peers, ensuring team members are equipped with the technical knowledge and skills required to succeed. However, this internal enablement frequently lacks the structure and depth typically provided by dedicated enablement teams. **While SEs excel in delivering technical expertise, they often lack the formalized training frameworks, consistent content, and repeatable processes that are hallmarks of professional enablement programs.** This gap can lead to variability in readiness and effectiveness across the team, making it harder to achieve consistent performance at scale.

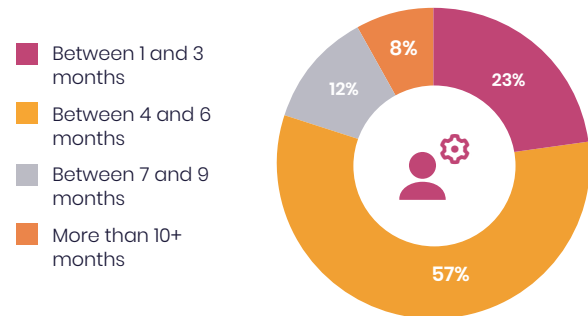
Ramp times for new Sales Engineers typically range from 4 to 6 months, with the primary measure of success being the time to deliver a first solo demo. While this metric offers a clear and tangible milestone, it does not fully capture an SE's ability to contribute strategically across the sales cycle. As organizations seek to optimize SE enablement, there

is a growing need for more robust programs that provide continuous learning, standardized resources, and performance metrics tied to broader business outcomes. Investing in a more rigorous approach to SE enablement can significantly reduce ramp times, enhance technical coverage, and improve overall sales effectiveness.

## Q. Who is responsible for Sales Engineering enablement?

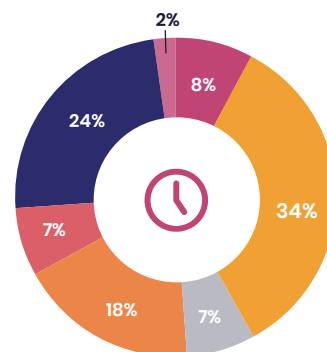


## Q. How long does it take for a new Sales Engineer to fully ramp and perform independently?



## Q. What is the primary measure of ramp time?

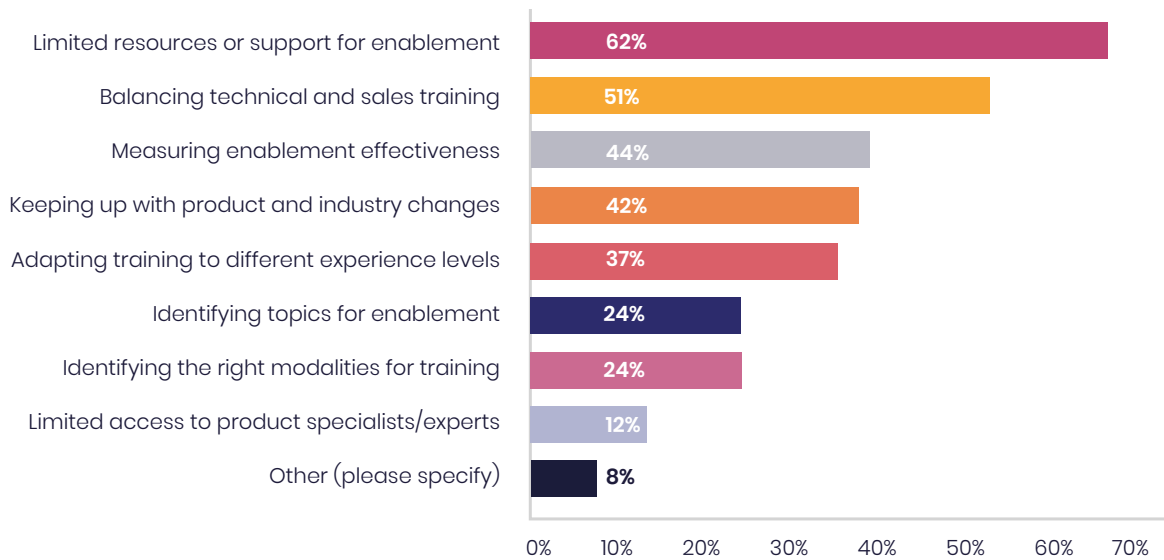
- Time to first prospect/customer interaction
- Time to first prospect/customer demo
- Time to first closed-won deal
- Achievement of specific performance benchmarks
- Completion of training or certifications
- Feedback from Sales Engineering leaders
- Other





## What do you find to be the most challenging part of Sales Engineering enablement?

Sales Engineering teams often lack the time and resources to effectively ramp new hires, as their focus is pulled toward high-priority customer engagements. This critical process needs to be supported by a dedicated enablement function or specialized resources to ensure consistency and efficiency in onboarding.



# Key Takeaways

## Takeaway 1:

Sales Engineering teams are expanding their influence across the sales cycle but face challenges in demonstrating their full value.

### Actionable Recommendation:

Invest in tools and processes that capture and showcase metrics tied to SE contributions, such as deal velocity, win rates, and customer retention, to secure more resources and increase visibility into their impact.



## Takeaway 2:

AI adoption in Sales Engineering is growing, but concerns about accuracy, integration, and limited training hinder its potential.

### Actionable Recommendation:

Prioritize implementing purpose-built AI solutions with seamless integrations and invest in training programs to build proficiency and trust in these tools, enabling SEs to leverage AI for enablement, coaching, and decision-making.



## Takeaway 3:

Product-Field alignment is inconsistent, with most teams meeting weekly but remaining dissatisfied with product roadmaps.

### Actionable Recommendation:

Establish structured feedback loops between Product and Sales Engineering teams to ensure roadmaps are informed by field insights and sales priorities, fostering greater alignment and relevance.



## Takeaway 4:

SE teams lack time and resources to effectively ramp new hires, with ramp times averaging 4-6 months.

### Actionable Recommendation:

Develop a dedicated SE enablement function or leverage professional enablement teams to create standardized onboarding and continuous learning programs, reducing ramp times and improving readiness.



## Takeaway 5:

Collaboration tools and RFX software dominate SE tech stacks but suffer from low adoption due to limited functionality.

### Actionable Recommendation:

Evaluate and consolidate tools to ensure they address broader SE needs, such as technical forecasting and advanced collaboration, and provide ongoing training to drive adoption and maximize ROI.



# Conclusion



Sales Engineering teams are at a pivotal moment, with growing recognition of their critical role in driving revenue and customer success. While organizations are investing more in SE resources, challenges remain in demonstrating their value, leveraging advanced tools like AI, and achieving meaningful alignment with Product teams. The insights from this report highlight significant opportunities to optimize SE contributions through better enablement, strategic investments in technology, and improved collaboration across teams. By addressing gaps in metrics, enablement, and tool adoption, leaders can empower SEs to deliver even greater impact throughout the sales cycle. As Sales Engineering evolves, a focus on alignment, innovation, and efficiency will be essential to unlocking its full potential. By taking actionable steps now, organizations can position their SE teams as indispensable partners in achieving sustainable growth and market leadership.

## About Vivun

Vivun is the leading provider of Technical Sales solutions, which includes the world's most complete AI Sales Engineer, and is fully dedicated to helping companies use AI to scale technical expertise, build better products, and run a more efficient sales process. Customers like ADP, Coupa, DocuSign, Seismic, and Snowflake leverage Vivun solutions to win more deals faster, with a lower cost of sale.

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