

A GUIDE FOR LIFE SCIENCES AND MEDICAL DEVICE TEAMS

What is sales enablement?

Sales enablement gets the right approved content, training and tools to a rep at the moment of a customer conversation, then shows what worked. In regulated teams it has one more job: keeping everything else out of the field.

45%

of HCPs are accessible to biopharma reps, down from 60%⁵

~80%

of pharma-approved content is never shared by reps¹

69%

of B2B buyers prefer to validate AI-generated insights with a sales rep³

Sales enablement, defined

DEFINITION

Sales enablement is the people, processes and technology that prepare client-facing teams for every customer conversation. It covers the content reps present, the training that gets them ready, the tools they use in the meeting and the data that shows what worked. In life sciences and medical device, it also means only approved, current content reaches the field.

The idea is older than the tablet. Tablets made it practical. Once reps could carry a full library into the meeting, companies needed a way to decide what went into that library, keep it current and see how it was used.

Today Gartner tracks the software side of this market as revenue enablement platforms.⁶ Revenue enablement extends the same idea to every customer-facing role, including customer success, partners and medical teams.

"A strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the return of investment of the selling system."

Forrester definition of sales enablement

THE THREE PARTS

People

Shared work. Marketing owns the content, sales leaders own adoption, and reviewers approve every claim.

Marketing

Sales leadership

Commercial excellence

MLR review

Training

IT

Process

A content lifecycle that runs on a schedule, from plan and create through MLR approval, publishing, presenting, training, measuring and retiring.

Technology

CRM, a sales enablement platform, learning tools, a DAM, identity and device management, and reporting. The fewer a rep opens in a meeting, the better.

PROCESS

The content lifecycle, in nine steps

Every step has an owner. The gaps between steps are where unapproved content gets into the field.

1

Plan content against the questions customers ask.

2

Create it, with any tool your team chooses.

3

Review and approve it through MLR.

4

Publish it to the right reps, with a release date and an expiry date.

5

Present and share it in meetings, online or offline.

6

Train reps on it before launch and before key meetings.

7

Capture field data, such as forms and meeting notes.

8

Measure what was used, and for how long.

9

Retire expired content and improve what works.

TECHNOLOGY

Six kinds of tools, one job for each

CRM

The system of record for accounts, calls and pipeline.

Sales enablement platform

The approved library reps present from, with delivery rules and usage data.

Learning tools

Courses, quizzes and certification.

Digital asset management (DAM)

Master brand files and source assets for marketing and agencies.

Identity and device management

Who can sign in, and on which devices.

Reporting

Dashboards that combine field activity with results.



People involved

Marketing owns the content. Sales leaders own adoption and coaching. Sales operations or commercial excellence runs the program and the data. Medical, legal and regulatory reviewers approve every claim. Training teams build onboarding and refreshers. IT secures devices and identity.



Why it has to work offline

Reps present in hospital basements, operating rooms and rural clinics. Content stored on the device opens with no signal, expiry still applies, and usage syncs on reconnect. For a regulated team, offline is a compliance requirement.

Five shifts in life sciences selling

45%

Less time with each customer

45% of HCPs are accessible to biopharma reps, down from 60%. Half restrict engagement to three or fewer companies.⁵ With fewer meetings, each one has to count.

69%

Customers arrive researched, often with AI

45% of B2B buyers used generative AI during a recent purchase, and 69% prefer to validate AI-generated insights with a sales rep.³ The rep confirms or corrects what the customer already read, with approved material in hand.

~80%

Approved content goes unused, and unapproved content gets used

Almost 80% of pharma-approved content is never shared, and reps share marketing content in only 48% of meetings.¹ 74% of biopharma and medical device professionals believe some of their field force uses unapproved content.²

2.5x

When reps use approved content, it works

Pharma field teams that used marketing content in provider visits saw 2.5 times more new patient starts. Reps who shared content were 20% more likely to get a follow-up meeting.¹

50%

Reps already have too many tools

Half of B2B sellers feel overwhelmed by the amount of technology their job requires, and overwhelmed sellers are 45% less likely to attain quota.⁴ Good sales enablement removes tools from the rep's day.



What the five shifts add up to

Fewer meetings, better-informed customers and a pile of unused content all point to the same need. Reps need fewer tools, and one approved library they can open in any meeting, with or without a signal. Marketing needs to see what happened in that meeting.

Five jobs sales enablement does

1 Put the right content in the meeting

THE PROBLEM

Reps search folders, email threads and old downloads while the customer waits.

WHAT GOOD LOOKS LIKE

One approved library, organized by audience and product, that opens in seconds on any device, with or without a signal.

2 Keep the field on approved content

THE PROBLEM

Superseded decks and unapproved slides live on in inboxes and laptops.

WHAT GOOD LOOKS LIKE

Every asset has a release date and an expiry date. It leaves every device when it expires, even offline, with an audit trail.

3 Show what happens in the field

THE PROBLEM

Marketing and leadership have little visibility into client-facing calls.

WHAT GOOD LOOKS LIKE

Every view is logged by rep, asset and page, and the data reaches CRM and reporting without manual entry.

4 Get new reps ready faster and keep everyone current

THE PROBLEM

Training sits in a separate system, and reps forget it before the meeting where they need it.

WHAT GOOD LOOKS LIKE

Training lives in the same app reps present from, and finishing required training unlocks the content a rep is cleared to present.

5 Feed marketing what works

THE PROBLEM

Marketing builds content on instinct and hears back only when something is missing.

WHAT GOOD LOOKS LIKE

Usage data and field feedback shape the next round of content, and unused assets are retired. This is closed-loop marketing.



After the meeting

vablet's AI meeting assistant transcribes the conversation, captures notes, answers a handful of follow-up questions, drafts the recap email and logs the interaction. The rep walks out done, and marketing works from what happened in the field.

Where sales enablement fits

TOOL	MAIN JOB	WHAT IT LEAVES OUT FOR THE FIELD
CRM	Records accounts, calls and pipeline	Doesn't hold or present approved content offline
DAM	Stores and organizes master brand files	Built for producing content, not presenting it or tracking views per rep
Shared drive	Stores and shares files	No approval windows, automatic expiry or view-level data
Learning system	Delivers courses and tracks completion	Separate from the content reps present
Sales enablement platform	Delivers approved content, training and tools to reps, and measures use	Not a system of record for accounts or source files

Vs sales training

Training teaches skills and product knowledge. Enablement includes training, and adds the content, tools and data that support a rep every day.

Vs sales operations

Sales operations runs territories, quotas, CRM, forecasting and compensation. Enablement prepares reps for the conversation itself. Both often sit in commercial excellence.

Vs revenue enablement

Revenue enablement applies the same approach to every customer-facing role, including customer success, partners and medical teams.

FOR REGULATED TEAMS

What to look for in a platform

- ☐ One approved library, with roles that control who sees what
- ☐ Release and expiry dates, with expired content removed automatically, even offline
- ☐ Full offline presenting, with usage data that syncs later
- ☐ Page-level analytics: opened, presented, shared and for how long
- ☐ Integration with your CRM, identity provider and reporting tool
- ☐ Certifications, on-device encryption and audit trails compliance can review
- ☐ Video, animation and interactive HTML on every device reps use
- ☐ Presenting, training and forms in one app
- ☐ Follow-up after the meeting that doesn't rely on the rep's memory
- ☐ Fast deployment, simple pricing, and your data back if you leave

Full buyer's checklist, scorecard and RFP questions: vablet.com/how-to-choose-a-sales-enablement-platform

SELF-CHECK

How mature is your sales enablement?

Tick each statement that is true for your team today.

- ☐ Reps can find any approved asset in under a minute.
- ☐ Expired content is removed from rep devices automatically, even offline.
- ☐ Reps can present with no Wi-Fi or cell signal.
- ☐ You know which assets were shown in last month's meetings, and for how long.
- ☐ Usage data reaches CRM or reporting without manual entry.
- ☐ New hires train in the same app they present from.
- ☐ Field forms are captured digitally and reach the right team.
- ☐ Marketing reviews usage data before planning new content.

0 to 3

Ad hoc. Reps are doing the enablement themselves. Start with one approved library and approval windows.

4 to 6

Developing. Close the gaps in visibility and expiry, where compliance risk lives.

7 to 8

Measured. Focus on fewer tools for reps and faster content cycles.

HOW TO MEASURE IT

Content use rate. Meetings where approved content was shown. Industry figure: 48%.¹

Time on page. How long customers spend on each asset.

Ramp time. Weeks from hire to first solo customer meeting.

Training before launch. Reps trained before a new message goes live.

Library coverage. Approved assets used at least once in 90 days.

Follow-up rate. Meetings that led to a next meeting.

Expired content incidents. Target: zero.

Adoption. Active reps as a share of licensed reps.

Six steps to a working program

STEP 1**Audit**

Ask five reps to show you what is on their device.

STEP 2**One library**

Define one approved library and name an owner for each section.

STEP 3**Map the handoff**

From MLR approval to publishing, with release and expiry dates.

STEP 4**Pick metrics**

Choose three before launch.

STEP 5**Pilot**

Run it with one team for 30 days.

STEP 6**Review**

Check usage every quarter and retire what nobody uses.

Using AI to draft content? Fine, if review doesn't change. Create with any AI tool, approve through MLR, then deliver only the approved version.

WHY VABLET

One app for presenting, training and forms

Marketing controls approved content in one secure library. Schedule content to appear on a future date; expired assets are removed automatically, even offline. Microsoft Entra groups decide who gets what, and completing training in vablet unlocks the right content. Reps present on iPad, iPhone, Android, Windows and the web with zero Wi-Fi, and Capture forms work offline. Every view is tracked to the second. Works with Salesforce, SAP C4C, Power BI and Google Drive. SOC 2 attested, ISO 27001 certified, GDPR and HIPAA compliant, with file-level encryption on the device. Leave, and your content and usage data are exported at no charge. Named a Hot Vendor in Sales Enablement by Aragon Research (2017).

2010

vablet launched

60+

countries in use

50+

life sciences teams

0

Wi-Fi needed to present

See it running on your own content

Deployment can take as little as a day, with simple per-active-rep pricing.

[Book a demo](#)

Sources

1. Veeva CRM aggregated data, 2022 to Q1 2025, and Veeva Pulse Field Trends Report, as reported by eMarketer, July 2025. [emarketer.com](https://www.emarketer.com)
2. Citeline survey for ACTO of 192 biopharma and medical device professionals, February 2023. [acto.com](https://www.acto.com)
3. Gartner survey of 645 B2B buyers, August to September 2025, press release May 2026. [gartner.com](https://www.gartner.com)
4. Gartner survey of 1,026 B2B sellers, January to March 2024, press release September 2024. [gartner.com](https://www.gartner.com)
5. Veeva Pulse Field Trends Report, press release May 2024. [biospace.com](https://www.biospace.com)
6. Gartner Peer Insights, Revenue Enablement Platforms market, accessed October 2026. [gartner.com](https://www.gartner.com)

Forrester definition quoted with attribution. vablet is a product of Meiotic, Inc. All product names and trademarks are the property of their respective owners.