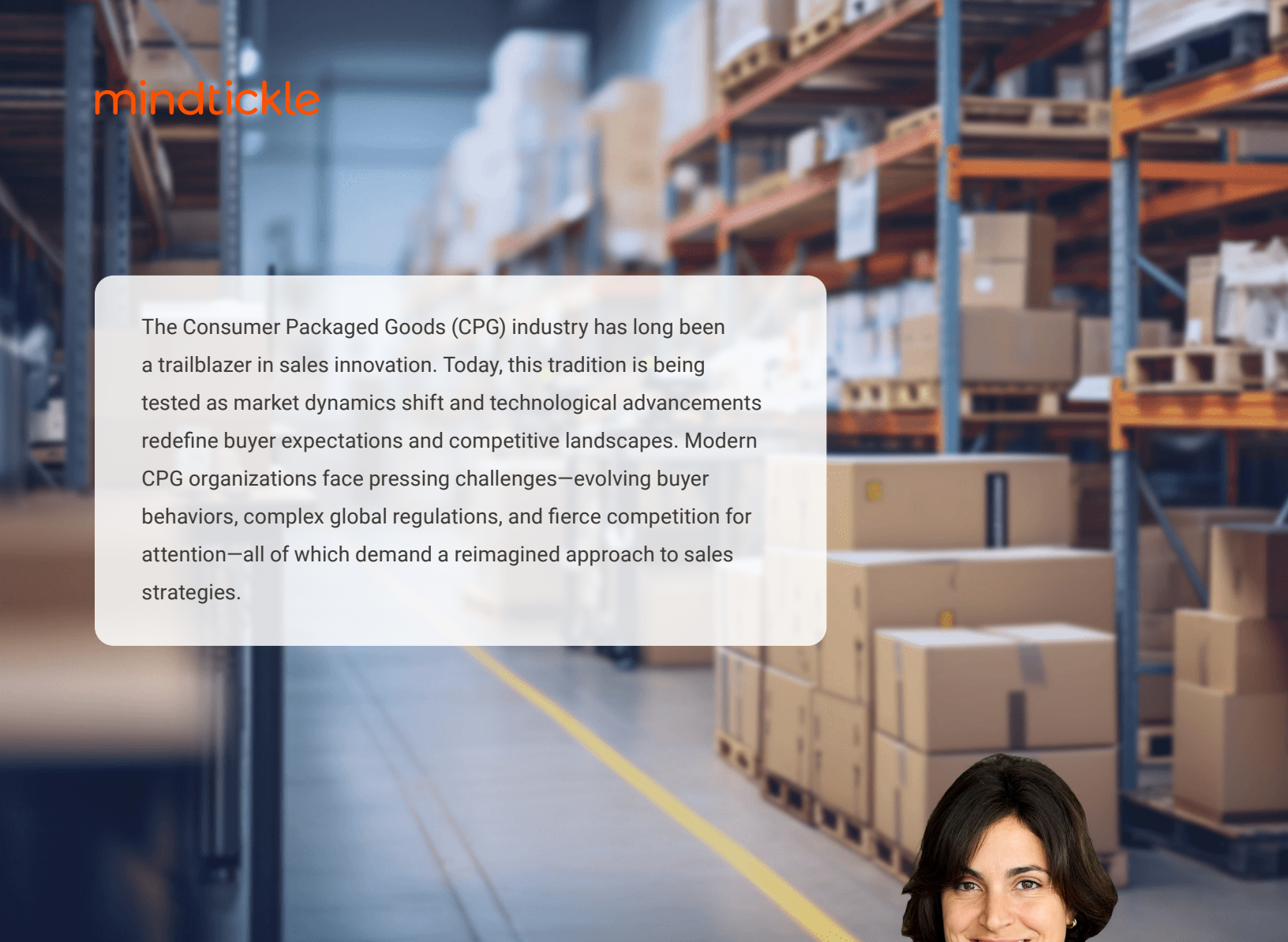


mindtickle

Report

The Future of Sales Enablement in the CPG Industry



A blurred background of a warehouse with high ceilings, metal shelving units, and stacks of cardboard boxes on pallets. A yellow line is painted on the floor.

The Consumer Packaged Goods (CPG) industry has long been a trailblazer in sales innovation. Today, this tradition is being tested as market dynamics shift and technological advancements redefine buyer expectations and competitive landscapes. Modern CPG organizations face pressing challenges—evolving buyer behaviors, complex global regulations, and fierce competition for attention—all of which demand a reimagined approach to sales strategies.

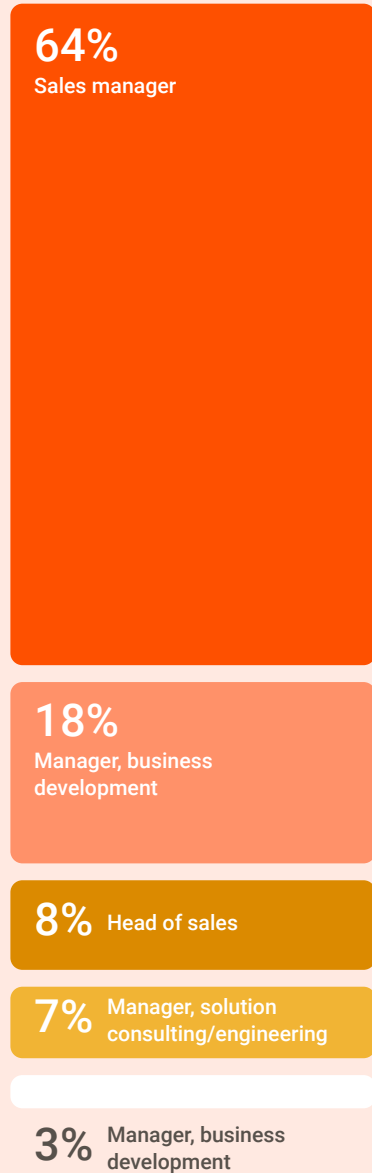
This report outlines actionable recommendations for improving sales performance through a mix of technology, effective coaching, and optimized team management. For CPG leaders, the findings will help guide strategic decisions on streamlining administrative burdens, enhancing technology integrations, and adapting coaching practices to foster high-performing sales teams. By leveraging these insights, CPG companies can accelerate their journey toward peak sales performance, ultimately ensuring their teams are aligned, agile, and capable of meeting the industry's dynamic demands.



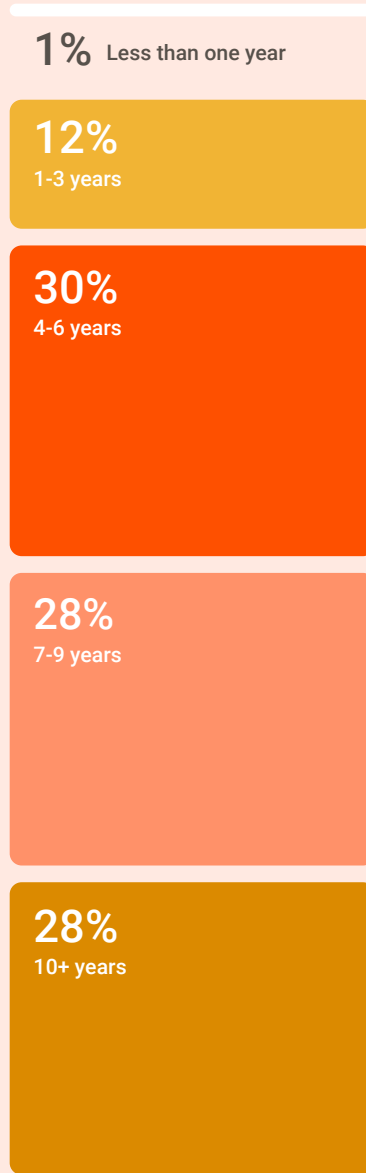
These findings are based on an online survey we conducted in late 2024 of 634 B2B sales managers throughout the United States.

The respondents

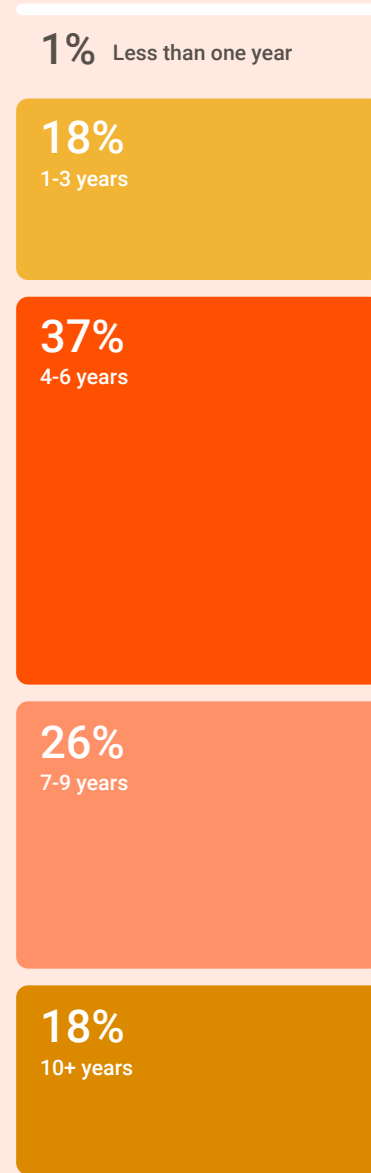
Sales manager titles



Years as a sales manager



Tenure at current company



Their companies

Size of respondent's company

13%
<100 employees

34%
100–1,000 employees

30%
1,001–10,000 employees

23%
10,000+ employees

Industry breakdown

29%
Automotive

24%
Medical devices

16%
Pharmaceuticals

16%
Manufacturing

15%
Technology/computing

Key Findings

Sales team size:

- CPG sales teams tend to be smaller than in other industries, with 38% of sales managers overseeing teams of 1–5 reps. This gives CPG sales managers an advantage; fewer team members mean more time to coach, provide deal support, and mentor their teams.
- Only 23% of managers handle teams of 11 or more reps, confirming CPG’s focus on lean, agile teams optimized for mid-sized opportunities.

Size of direct sales teams



38% 1-5 reps



23% 11+ reps

Percentage of team achieving sales quota

50-75% of team achieving quota

46%

25-50% of team achieving quota

32%

Over 75% of team achieving quota

19%

Less than 25% of team achieving quota

3%

0%

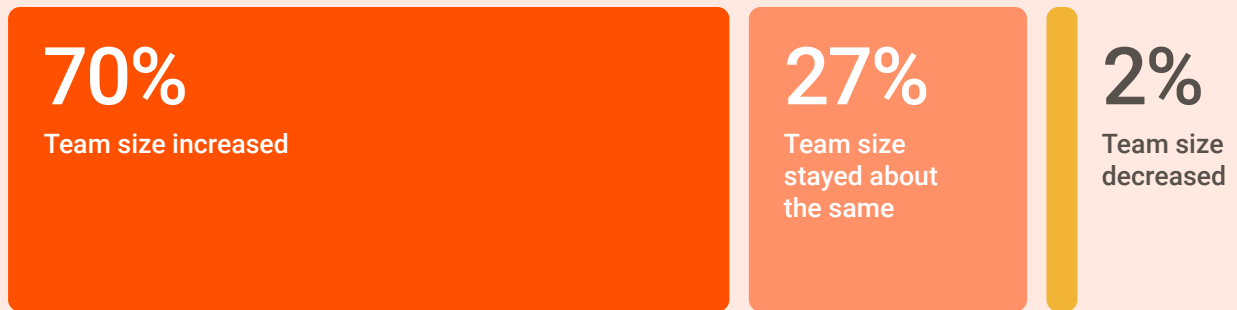
25%

50%

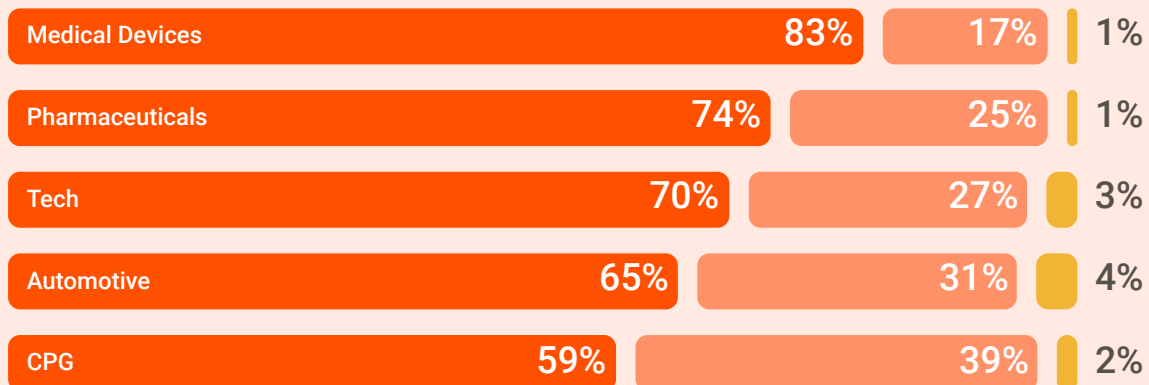
Quota achievement and performance:

- CPG and CPG industries see robust quota attainment rates, with over 50% of sales reps consistently meeting or exceeding targets.
- In CPG, 29% of managers report over 76% of their team members achieving quotas—a level second only to the tech industry.

Team size changes in the last year



Team size changes by industry

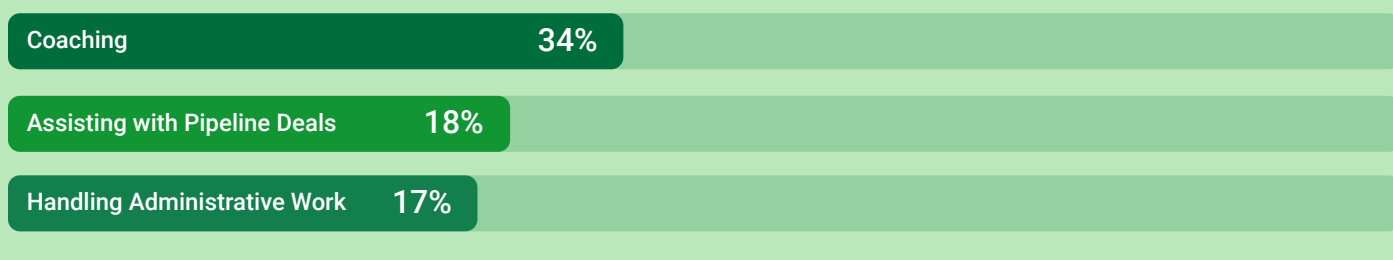


Managerial priorities and time allocation

Top managerial tasks

Our 2024 State of Revenue Productivity Report found that top-performing sales reps receive four times more coaching than the average rep. Effective sales coaching includes deal coaching to strategize opportunities, skill coaching to enhance expertise, mentorship for guidance, call reviews to refine interactions, and pitch practice to perfect delivery—all key to driving success.

Manager Priorities in CPG:



- Coaching is identified as the most important task by **34%** of managers in CPG, consistent with findings across multiple industries.
- Additional priorities include assisting with pipeline deals (**18%**) and handling administrative work (**17%**)

How they spend their time:

- Managers in CPG allocate significant time to tasks (40%), such as coaching, while efforts like deal assistance and external calls account for a smaller portion of their focus.

Challenges in time management

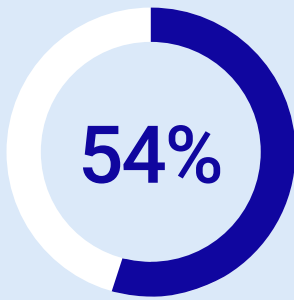
- Less strategic administrative tasks consume 43% of managerial time, reflecting a misalignment between their priorities and actual time spent.
- Addressing this imbalance can unlock more time for high-impact coaching and sales strategy.

Pro tip: Sales enablement can be the driver to help sales managers be more efficient and productive with their time. This could mean an opportunity to streamline or consolidate tech so managers are using fewer tools in their day-to-day work. This is also an opportunity to explore the administrative tasks taking up manager time to see if evolving AI agents can help complete some of these tasks.

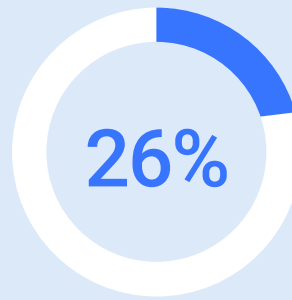
Coaching practices

Where coaching happens

Scheduled coaching calls:



Scheduled calls drive only 54% of coaching interactions, the lowest rate among industries surveyed.



CPG managers are more likely to respond to team-initiated coaching requests (26%) than those in other industries.

Preferred coaching channels

- A blend of traditional in-person interactions and tech-enabled platforms is evident. Face-to face coaching remains dominant, supplemented by virtual solutions to enable real-time learning.



Pro tip: Sales enablement can support CPG sales managers by introducing a coaching framework for consistency across teams. Replicate the coaching habits of top managers' teams and have them aid other sales managers in determining how best to coach, etc.

Building high performers

Core strategies:

28%

Manager coaching (28%) is prioritized for developing high-performing reps but is employed less frequently than in other industries.

14%

Structured formal training (14%) and customized learning content (13%) are complementary methods.



Underutilized methods

- Only 6% of managers rely on reviewing call recordings, and 3% utilize call notes, highlighting opportunities to enhance performance review techniques, especially for those managing teams that are selling digitally. This is likely due to in-field (in-person) selling motions typical in the CPG space.

Pro tip: Ensure your enablement team works closely with managers and has the content and methodologies for success. For example, if you know from training performance that reps in the US East team are struggling with prospecting, arm managers with a coaching framework around prospecting, supported by assigned training and recommended remediation tactics.

Technology adoption

Top technologies

- Communication creation tools (59%) and sales coaching platforms (58%) are widely used in CPG.
- CRM input and forecasting tools remain underutilized compared to automotive, tech, medical devices, and pharmaceuticals.

AI adoption trends

- AI-driven tools such as predictive analytics, dynamic dashboards, and personalized learning modules are emerging as powerful solutions to enhance decision-making and streamline workflows.

Future directions

- Investment in advanced sales enablement platforms can address gaps in training, automate repetitive tasks, and deliver data-driven insights for managers.



Pro tip: CPG companies have an opportunity to enrich their deal data with AI-powered revenue intelligence tools and digital sales rooms so managers have a deeper insight into the progression of their deals. Uncovering buyer engagement data, like tracking how many times a buyer has reviewed a pricing proposal or watched a product video, enhances deal health information beyond what a CRM is reporting.

Opportunities for improvement

Top technologies:

Emphasize technology to automate administrative workflows, enabling managers to focus more on strategic activities such as coaching and closing deals.

Enhance coaching programs:

Diversify coaching approaches by incorporating deal health reviews, peer mentoring, and scenario-based training to address different learning needs.

Integrate advanced analytics:

Implement predictive analytics tools to provide actionable insights on buyer behaviors and team performance, fostering a proactive sales strategy.

Adapt to buyer dynamics:

Equip sales teams with on-demand access to content and AI sales assistants to prepare them for more complex and informed buyer interactions.

Conclusion

The CPG and CPG industries are poised for transformative growth through strategic sales enablement. By prioritizing high-impact coaching, leveraging innovative technologies, and addressing inefficiencies, organizations can empower their sales teams to achieve exceptional results.

As buyer expectations and market conditions evolve, adopting a future-focused approach to sales enablement will be the key to sustained competitiveness and growth. CPG and CPG leaders must act now to modernize their strategies and capitalize on emerging opportunities in the sales landscape.

Ready to see how **Mindtickle** prepares your sellers to stay ahead of these trends so they can close more deals?

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