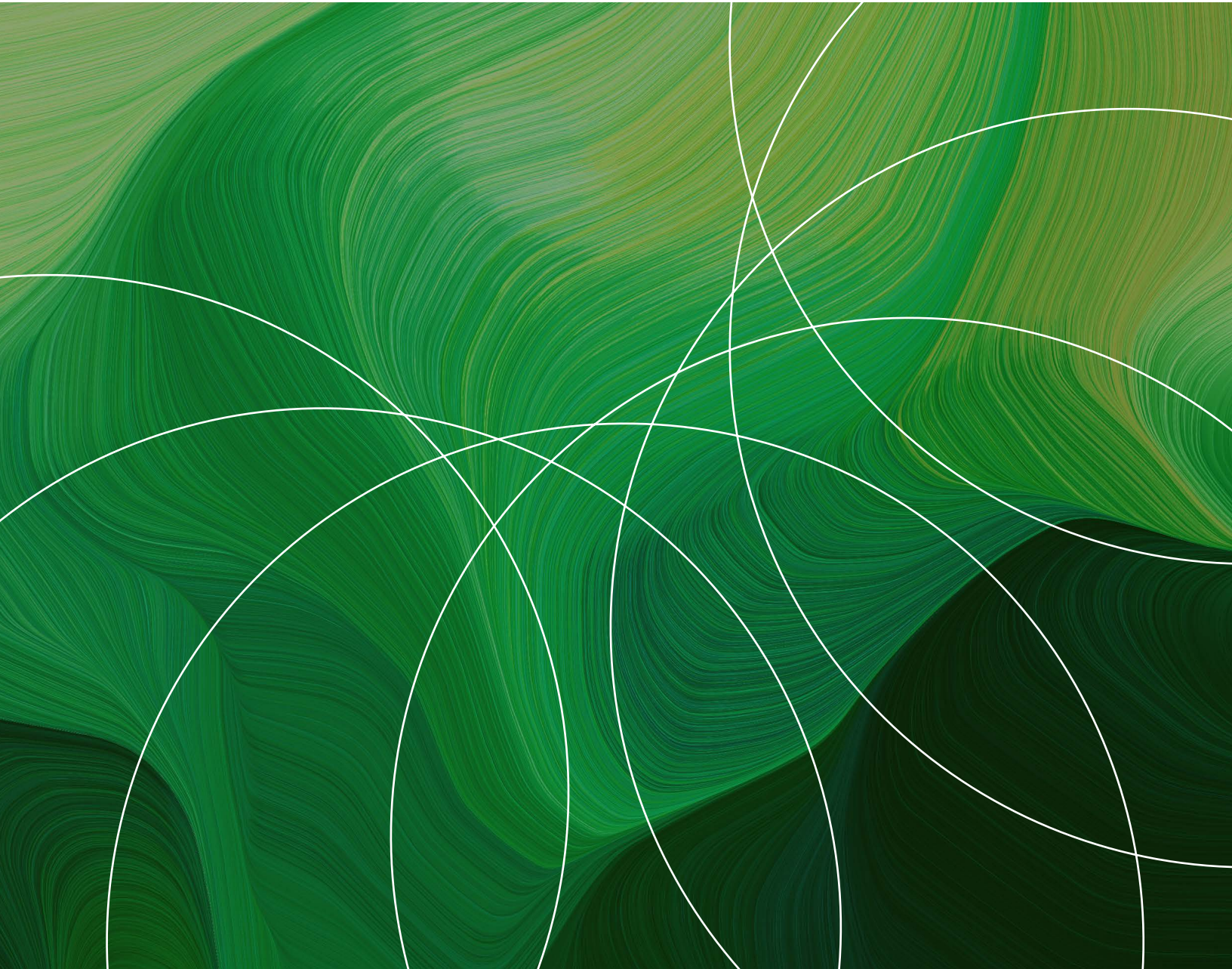


Empower Your Sales Teams With AI Workspaces: A Spotlight On Sales Organizations

Sales Organization Results From The June 2026 Thought Leadership Paper, “More Content, Less Control: How AI Is Rewriting The Rules Of The Digital Workplace”

A FORRESTER CONSULTING THOUGHT LEADERSHIP PAPER COMMISSIONED BY ADOBE, JULY 2026



Executive Summary

AI has promised efficiencies for companies and as these tools become more accessible across functions, employees are gaining the ability to create and scale content faster than ever before. However, beneath that progress is a more complicated reality. Forrester research has found that today, the average employee creates seven distinct pieces of content for seven audiences a week. And this explosion in content volume is most pronounced within sales organizations: 40% of sales teams are creating content for eight or more audiences in a given week.

Organizations are at an AI inflection point today: They face pressure from leadership to deploy AI and drive productivity gains, yet many still struggle to identify the right use cases and integrate AI seamlessly into everyday work. Sixty-five percent of business decision-makers who contribute to the content lifecycle — creating, managing, and approving content flow — said that 26% to 75% of their content was content waste.¹ This is the AI productivity paradox: As AI helps create more content, it becomes harder to manage, understand, and trust its outputs.

In April 2026, Adobe commissioned Forrester Consulting to explore the changes that AI has made on the document and content workspace. Forrester conducted an online survey with 529 global respondents to explore this topic. In this spotlight, we will be highlighting findings from the 85 surveyed sales respondents.



Key Findings

AI adoption is high among sales team members, but impact is limited.

Despite the majority of sales respondents saying they have deployed AI tools, 41% of sales processes remain manual, indicating the core issue lies in workflows and integration, not AI capability. A growing insights gap limits AI value, fragmentation hurts sales teams' collaboration and efficiency, and content governance control creates business risks.

More tools simply create more problems: what's needed is AI-enabled workspaces. Over half of sales respondents report that they have too many fragmented tools that support AI-enabled document and content creation tasks. What's needed is not another tool, but a new workflow — a way to connect content, context, and collaboration in a single system.

Enhanced AI workspaces will help rebuild and fortify the workflow for sales teams. While sales respondents are focused on AI that reduces time spent on content creation, they also need an AI workspace that dramatically reduces the time spent searching for information and automatically discovers and connects to disparate systems, pointing to a need to invest in AI workspaces that support the whole workflow for sales team colleagues, not just point-in-time tools for individual members.

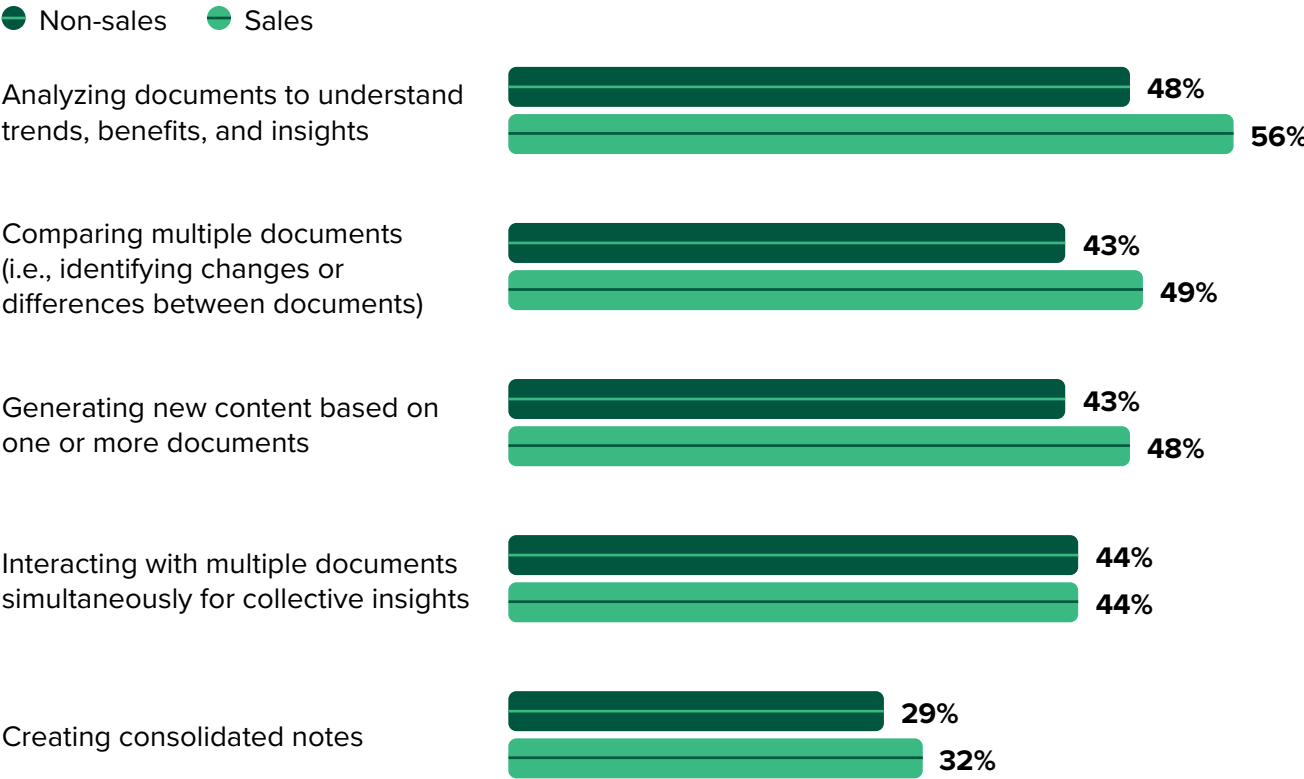
AI Content Creation Creates New Breakdowns In Sales Processes

Despite rapid adoption, most AI-enabled workspaces are not delivering on their promise. Forrester's State Of AI Survey, 2025 reveals a surge in AI deployment across organizations: 78% of AI decision-makers report their organization already has generative or predictive AI in production.² And 67% of information workers report their organization has adopted at least one of five major generative AI (genAI) tools or an internal tool.³ And yet, 41% of sales respondents noted that their operational processes are still very manual today. The issue isn't AI capability, it's how salespeople actually work across documents, teams, and tools. Four systemic breakdowns are emerging:

- **The insights gap is growing.** Despite the increasing number of AI tools, most sales employees are unable to extract value from their AI content tools. Only 56% of sales respondents are able to use AI to analyze documents to understand trends; only 44% are able to use AI to interact with multiple documents to glean collective insights; and only one-third are creating consolidated notes with their AI tools (see Figure 1). As AI-enabled content volume continues to increase, sales employees are increasingly unable to find the value within their content. In fact, 43% of sales respondents noted that they are not using their unstructured data at their organization to its full potential — an acknowledgment that there is a large opportunity to unlock more comprehension from documents, beyond just basic summaries or quick fact finding to more advanced understanding.
- **Coordination across and within sales teams is increasingly challenging.** Limited distribution of AI tools, poorly integrated document portals, and difficulty trusting the output of tools are the top challenges for sales respondents when using their AI tools. As employees across the organization rely on separate tools for their distinct workflows, the content they create in those silos becomes harder to share, distribute, and collaborate on across teams, ultimately creating more work for everyone. AI is accelerating *individual* tasks but simultaneously slowing down *collective* work across the organization.

FIGURE 1

Most Common Currently Used AI-Enabled Document And Content Use Cases



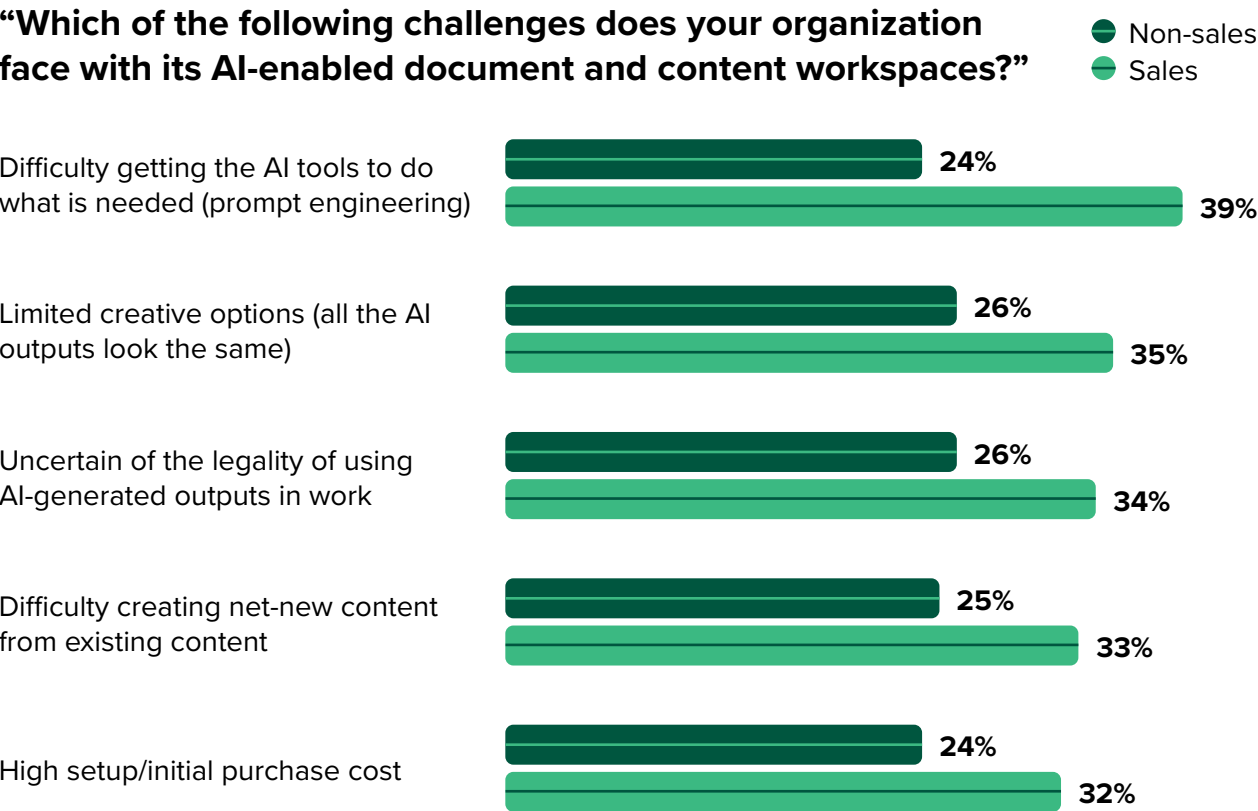
Note: Showing five responses
Base: 529 global workplace, collaboration, document management solutions decision-makers
Source: Forrester's Q2 2026 Workplace, Collaboration, And Document Management Solutions Survey

- **As content grows, content control becomes ever more difficult.**
Sixty-one percent of sales respondents noted that they struggle with maintaining brand consistency across the content they create. This is especially noteworthy when considering that 40% of sales respondents are creating content for eight audiences weekly. Forty percent also stated that they struggle to make the content consistent across customer channels, one-third are uncertain of the legality of using their AI-generated outputs in their work, and over one-quarter of sales respondents noted that they have an unacceptable number of errors in their current AI-enabled document and content creation processes. When multiplied across the volume of content being created, these

inconsistencies become a systemic business risk that is especially acute when seen through a sales lens, as sales content is so often seen externally by prospects and clients.

- **Usability of AI tools is varied.** Sales respondents stated that the top AI-enabled document and content workspaces challenge was getting the AI tools to do what is needed (prompt engineering), which was noted by nearly 40% of sales respondents compared to less than one-quarter (24%) of non-sales respondents (see Figure 2). Critically, only 39% of sales respondents tracked “ease of use” as a KPI for their AI workspaces tools compared to 54% of non-sales teams. This points to a clear gap within sales organizations, which is further cementing content creation silos within companies.

FIGURE 2



Note: Showing five responses
Base: 529 global workplace, collaboration, document management solutions decision-makers
Source: Forrester's Q2 2026 Workplace, Collaboration, And Document Management Solutions Survey

Invest In New AI-Enabled Workflows For Sales Teams, Not Just More Tools

More tools, however, is simply not the answer. Over half (56%) of sales respondents noted that they have too many fragmented tools that support AI-enabled document and content creation tasks. Instead, organizations must invest in a new workflow: a way to connect content, context, and collaboration into a single system.

- **Organizations are investing in enhanced systems, not just more tools.** Over half of sales respondents say investing in an enhanced AI-enabled document and content workspace — which are AI-enabled document and content workspaces that can work across multiple context and use cases, allowing employees across teams and departments to collaborate in one space — is a critical priority for their organization; 28% have already invested. Closing the gap between content creation and comprehension requires a fundamentally different approach where collaboration, intelligence, and content flow through a single connected environment rather than being stitched together across disconnected systems.
- **Sales decision-makers are signaling what they need.** The top requirements for sales respondents included centralized administrative visibility and analytics, transparent and verifiable AI outputs with traceable source citations, and enterprise-grade security, governance, and data privacy controls. This was unique when compared to other departments and speaks to sales' prioritization of ensuring they have control over their content and that it is trustworthy over other capabilities.

Rebuild And Fortify Sales Workflows With Enhanced AI Workspaces

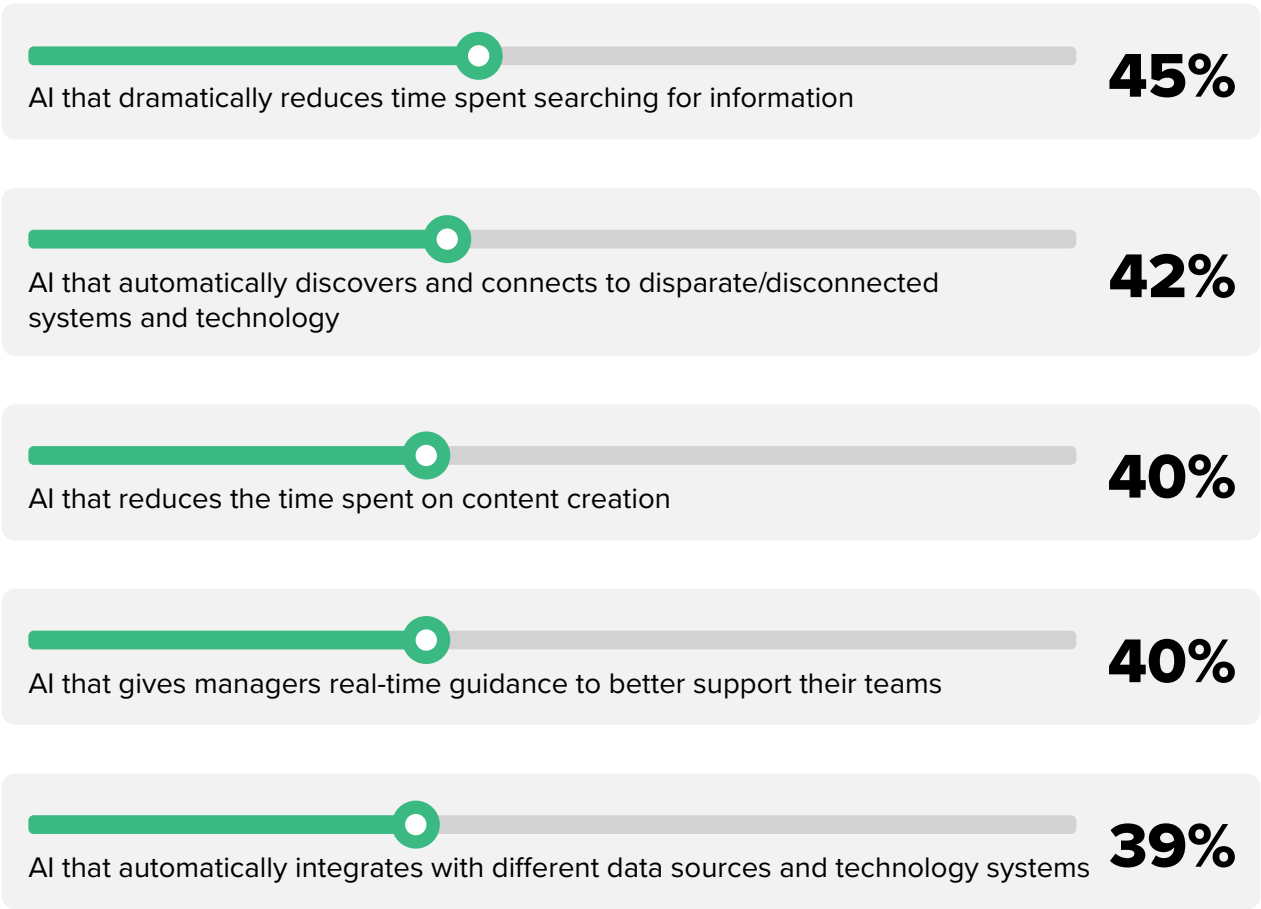
What's emerging is the need for a fundamentally different model: A workspace that is not just a collection of tools, but a shared system of intelligence and action. These workspaces can connect document, data, and design across workflows, breaking down existing process silos that exist today and enable real-time collaboration in a unified environment.

- **Improved cross-team coordination is a key benefit seen by sales teams.** Nearly 40% of sales respondents noted that they experience fewer silos and improved coordination across teams with enhanced AI-enabled workspaces compared to 31% of non-sales respondents. Additionally, over half of sales respondents expect reduced operational costs — their top benefit — and improved employee experience and productivity.
- **Enhanced AI workspaces will help rebuild and fortify the workflow for sales teams.** Critically, investing in AI is not just about isolated productivity gains — the cost and effort of creating content is decreasing — it's also about rebuilding the workspace around how content across departments flows. While the top ways that respondents see AI most positively impacting employee experience is saving time spent on content creation, reducing manual work, and improving accuracy at scale, there are department-level nuances that must be considered in order to make investments more valuable (see Figure 3). And while sales respondents are similarly focused on AI that reduces time spent on content creation, they also need an AI workspace that dramatically reduces the time spent searching for information and automatically discovers and connects to disparate systems. The variation of use cases further points to the need for investment in AI that fundamentally supports the whole workflow across employees, not just point-in-time tools for individuals.

The next phase of AI transformation will not be defined by accelerating tasks, but by how well they can bring together collaboration, comprehension, and creation into a single, connected experience. This will require a new, enhanced AI-enabled document and content creation workspace that allows teams to collaborate seamlessly across content types and workflows, glean insights across documents, and produce consistent content across audiences and channels. Organizations that get this right will be better equipped to operate at scale, with stronger coordination, insight, and control.

FIGURE 3

Most Positive Employee Experience Impacts Of AI-Enabled Document And Content Use Cases



Note: Showing five responses
Base: 85 global workplace, collaboration, document management solutions decision-makers in sales
Source: Forrester's Q2 2026 Workplace, Collaboration, And Document Management Solutions Survey

Key Recommendations

While AI accelerates sales collateral creation, it also introduces new operational challenges into the revenue pipeline. Forrester's survey of 85 sales decision-makers about AI document and content workspaces yielded three strategies for sales organizations to transform AI from a liability into a high-velocity revenue driver:

Invest in AI that can deliver verifiable intelligence across sales documents

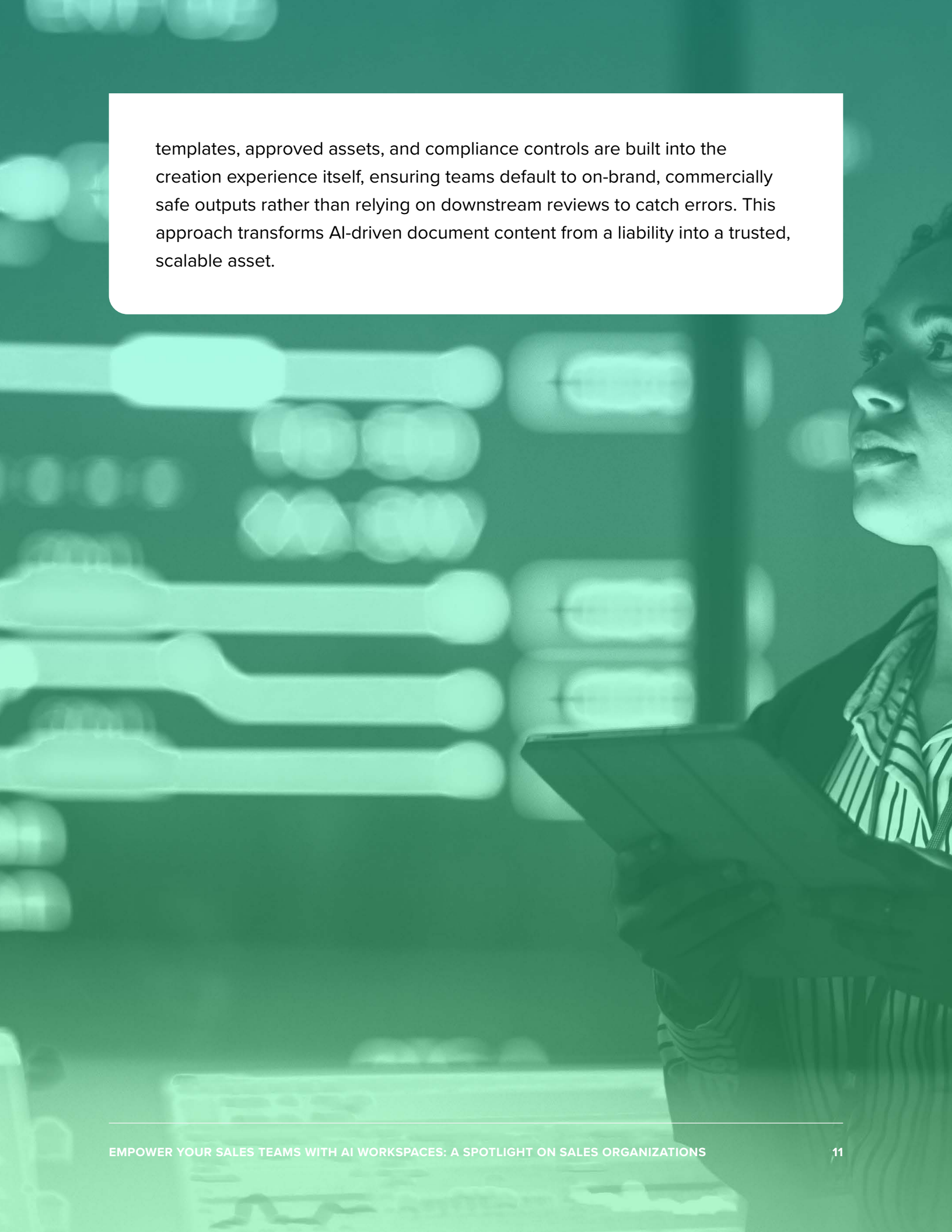
and teams. While the promise of AI to generate insights across enterprise content is clear, the most common failure is deploying tools that produce outputs that cannot be verified or traced back to the precise source. The fastest way to lose a deal is to present a prospect with unverified data or an incorrect pricing metric. To close this gap, organizations should focus on AI that reasons across large collections of documents simultaneously, surfacing cited, auditable insights that teams can validate and share across workflows.

Prevent deal-coordination failures with a unified, forward-looking process

approach. Sales teams lose momentum when source documents, AI insights, and manager feedback live in separate application silos, forcing teams to manually reconcile context across systems and formats at every step. To address this, revenue leaders should coordinate document workflows where content, intelligence, and collaboration are connected end-to-end: from ingesting and querying source materials, through synthesizing and discussing findings as a team, to producing finished deliverables — without the handoffs that fragment context, introduce errors, and slow collective work.

Embed content and brand governance into sales content workflows.

Manually reviewing every customized proposal or enterprise RFP downstream creates massive operational bottlenecks that cost deals. Sales organizations must shift to governance by design by embedding brand assets, legal guardrails, and compliance templates directly into the sales creation environment. This means a shift from reactive quality control to governance by design. In practice, this means prioritizing workspaces where branded



templates, approved assets, and compliance controls are built into the creation experience itself, ensuring teams default to on-brand, commercially safe outputs rather than relying on downstream reviews to catch errors. This approach transforms AI-driven document content from a liability into a trusted, scalable asset.

Appendix A: Methodology

In this study, Forrester conducted an online survey of 529 global workplace, collaboration, and document management solutions decision-makers at organizations in North America, EMEA, and APAC to evaluate how organizations are using genAI to modernize document-centric workflows to accelerate business outcomes, improve productivity, and reduce risk. Survey participants included decision-makers in IT, sales, marketing, legal, HR, and finance. The study began and was completed in March 2026.

To read the full results of this study, please refer to the Thought Leadership Paper commissioned by Adobe titled, “More Content, Less Control: How AI Is Rewriting The Rules Of The Digital Workplace.”

Project Team:
Ana Brzezinska, Principal Market Impact Consultant

Contributing Research:
Forrester’s [Technology](#) research group

Appendix B: Sales Demographics/Data

GEOGRAPHY	
United States	41%
United Kingdom	15%
Australia/New Zealand	12%
Japan	11%
Germany	8%
France	7%
Canada	4%
India	2%

DEPARTMENT	
Sales	100%

COMPANY SIZE	
1,000 to 4,999 employees	64%
5,000 to 19,999 employees	24%
20,000 or more employees	13%

POSITION	
C-level executive	9%
Vice president	34%
Director	53%
Manager	4%

Note: Percentages may not total 100 due to rounding.

Appendix C: Total Demographics/Data

GEOGRAPHY		COMPANY SIZE	
United States	28%	1,000 to 4,999 employees	61%
Canada	13%	5,000 to 19,999 employees	31%
Japan	10%	20,000 or more employees	8%
Germany	10%	DEPARTMENT	
France	10%	IT/procurement	20%
Australia/New Zealand	10%	Sales	16%
United Kingdom	9%	Marketing	16%
India	8%	Legal	16%
POSITION		HR/people operations	16%
C-level executive	16%	Finance accounting	16%
Vice president	32%		
Director	46%		
Manager	7%		

Note: Percentages may not total 100 due to rounding.

Appendix D: Endnotes

¹ Source: [The State Of B2B Content In 2025: Operational Excellence Pays Dividends](#), Forrester Research, Inc., April 1, 2025.

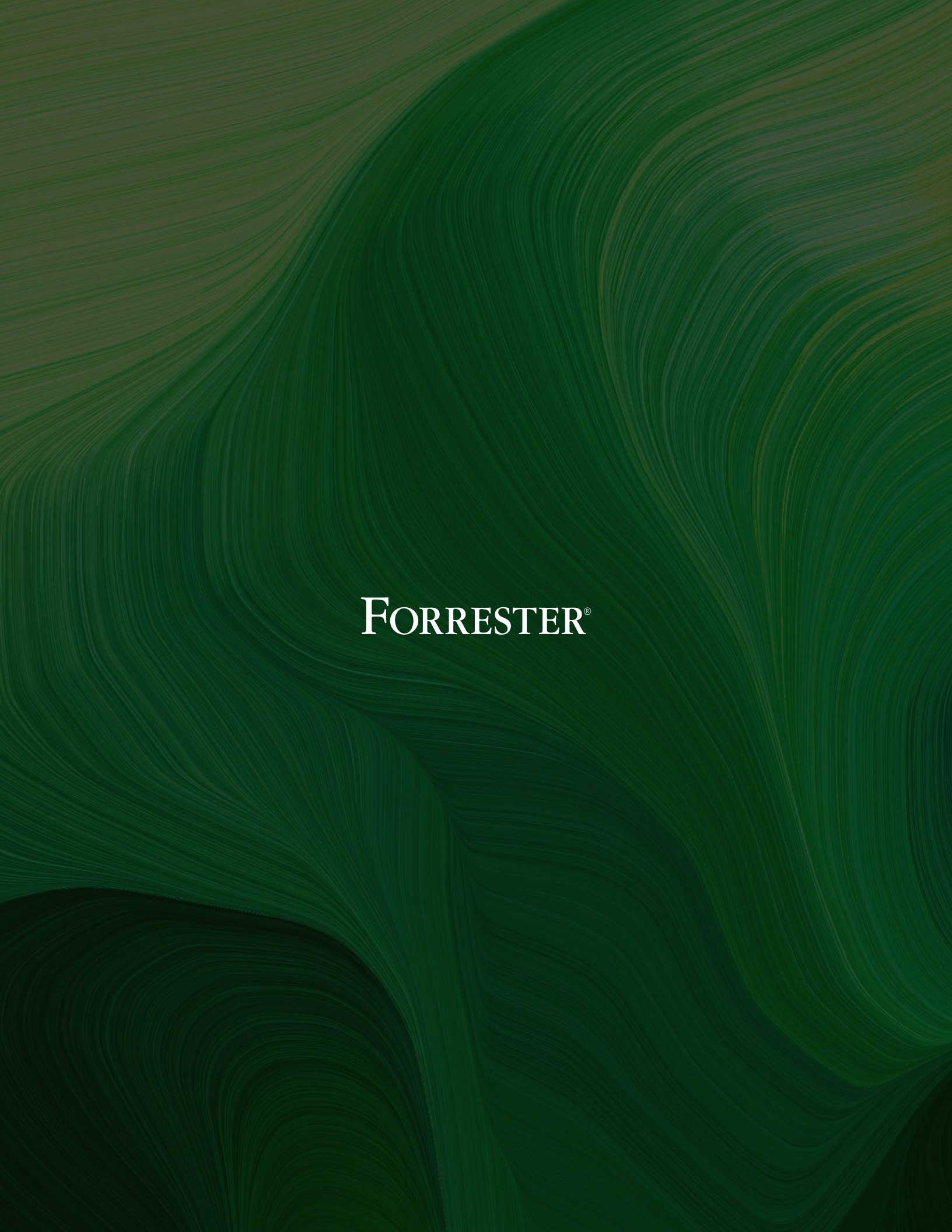
² Source: [Forrester's State Of AI Survey, 2025](#).

³ Source: [Forrester's Digital Workplace And Employee Technology Survey, 2025](#).

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The background is a deep green with a complex, wavy, and textured pattern that resembles liquid or smoke. The colors range from a dark, almost black green to a slightly lighter, more vibrant green, creating a sense of depth and movement. The pattern is organic and non-repeating.

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