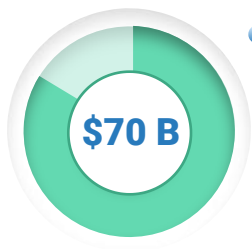
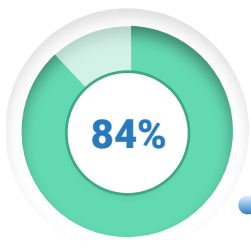


Impact of Continuous Sales Training in an Organization

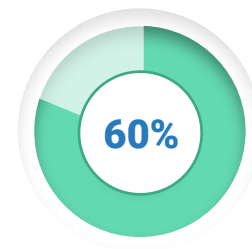
Do you know?



\$70 B is spent on sales training per year in the US alone



84% of sales training is forgotten after 3 months



60% of companies that invest in training, have no structure

Source: Sales Impact

A continuous approach to sales training is needed to maximize and retain the impact of sales on a business.

Continuous Sales Training Program Yields Upto

50%

higher net sales by employee

67%

better at closing deals

353%

of ROI for any average organization

Great companies have an effective and ongoing sales training program in place.

| Good Companies | Great Companies |
|--|---|
| <ul style="list-style-type: none"> Use high-quality off-the-shelf content Training activities are carried out once a year Success is measured based on training completion metrics Sales leaders participate proactively in providing the right support Training is offered for multiple skills | <ul style="list-style-type: none"> Personalized learning journeys to cater specific skills gaps Sales leaders own and drive the entire program Continuous learning is encouraged for on-the-job skill building Sales teams are educated with tailored content for specific selling hurdles Impact on business sales (pipeline, revenue) is considered as success metrics |

6 Proven Strategies Driving Sales Success



Evaluate your Team's Metrics



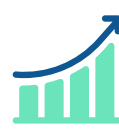
Focus on the Needs of the Sales Team



Engage the Sales Managers



Do the Least to Get the Most



Salespeople are Success Driven



Continuous Improvement is the Key

Need help for your sales team to cross the finish line?

TALK TO US

