

# SALES TRAINING

JOURNEY TO EXCELLENCE

## WHY TRAINING?

To maintain competitive readiness and consistently augment opportunity generation in the face of changing industry dynamics.



## WHAT'S THERE TO LOSE?

In absence of required attention to trainings and other learning initiatives for employees, the outcome is productivity loss, attrition, missed targets and accelerated revenue dip.



## ROADBLOCKS OR EXCUSES?

- Budget Pressures
- Both the company and sales reps have *Paucity of Time*
- Sales reps are skilled enough, they *Don't Need* training
- Sales is a unique function, skilling *Doesn't Work*
- Sales reps are *Not Interested* in training

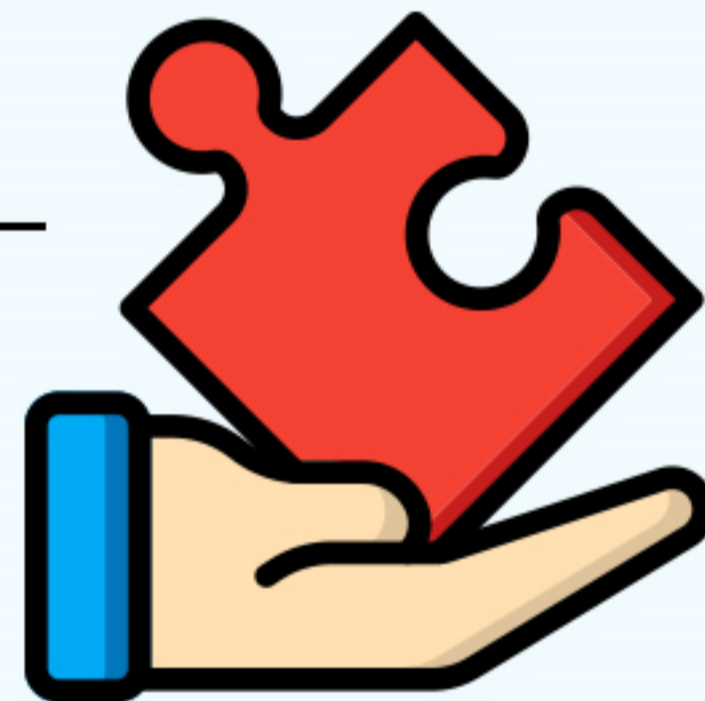


## ALARM BELL RINGING?

- \$7 trillion<sub>1</sub> is the worth of lost productivity globally every year
- Cost of replacing employees can be **twice**<sub>1</sub> their base salaries
- Rehiring costs are approx. **12%**<sub>2</sub> of a company's expenses, rising up to **40%**<sub>2</sub> for high turnover businesses
- Employees who feel their career growth has stagnated are **12 times**<sub>2</sub> more likely to leave
- 70%**<sub>3</sub> organisations admitted to negative financial impact of staff turnover
- 9.6%**<sub>4</sub> of employees rate their sales training programs as having "exceeded expectations," while **33%**<sub>4</sub> just "met expectations" and the largest category **53.6%**<sub>4</sub> claimed "needed improvement"

## SOLUTION?

To counter major challenges around budget and time constraints, on-the-job trainings through online channels or mobile apps, have come up.



## TRENDS IN TRAINING?

### Newer Methods

- E-Learning Modules
- Webinars
- Conference Calls
- Video Uploads
- IPAD Modules
- Virtual Classrooms
- Gamification

### Winds of Change

- Leveraging augmented and virtual reality to expose reps to 'real-world' simulation
- 'Buddy' system for cross-function teams to inculcate collaborative working style
- Post-training reinforcements to strengthen retention
- Training via real success stories instead of theoretical concepts

### Engine Boosters

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## DON'T BELIEVE?

- Firms where salespeople get consistent coaching witness **73%**<sub>5</sub> quota attainment
- Sales teams implementing post-training reinforcement see **20%**<sub>6</sub> more reps achieving quota
- 65%**<sub>6</sub> of employees say the quality of training and learning opportunities positively influences their engagement

### Sources:

- <https://www.gallup.com/workplace/231668/dismal-employee-engagement-sign-global-mismanagement.aspx>
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- <https://www-03.ibm.com/services/learning/pdfs/IBMTraining-TheValueofTraining.pdf>
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- [https://talentsnapshot.com/wp-content/uploads/2015/06/Employee\\_Training\\_Investment\\_PDF.pdf](https://talentsnapshot.com/wp-content/uploads/2015/06/Employee_Training_Investment_PDF.pdf)