



Did Sales Training Work?

BTA Southeast

June 16, 2010

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What is “Sales” Training?

Product Training

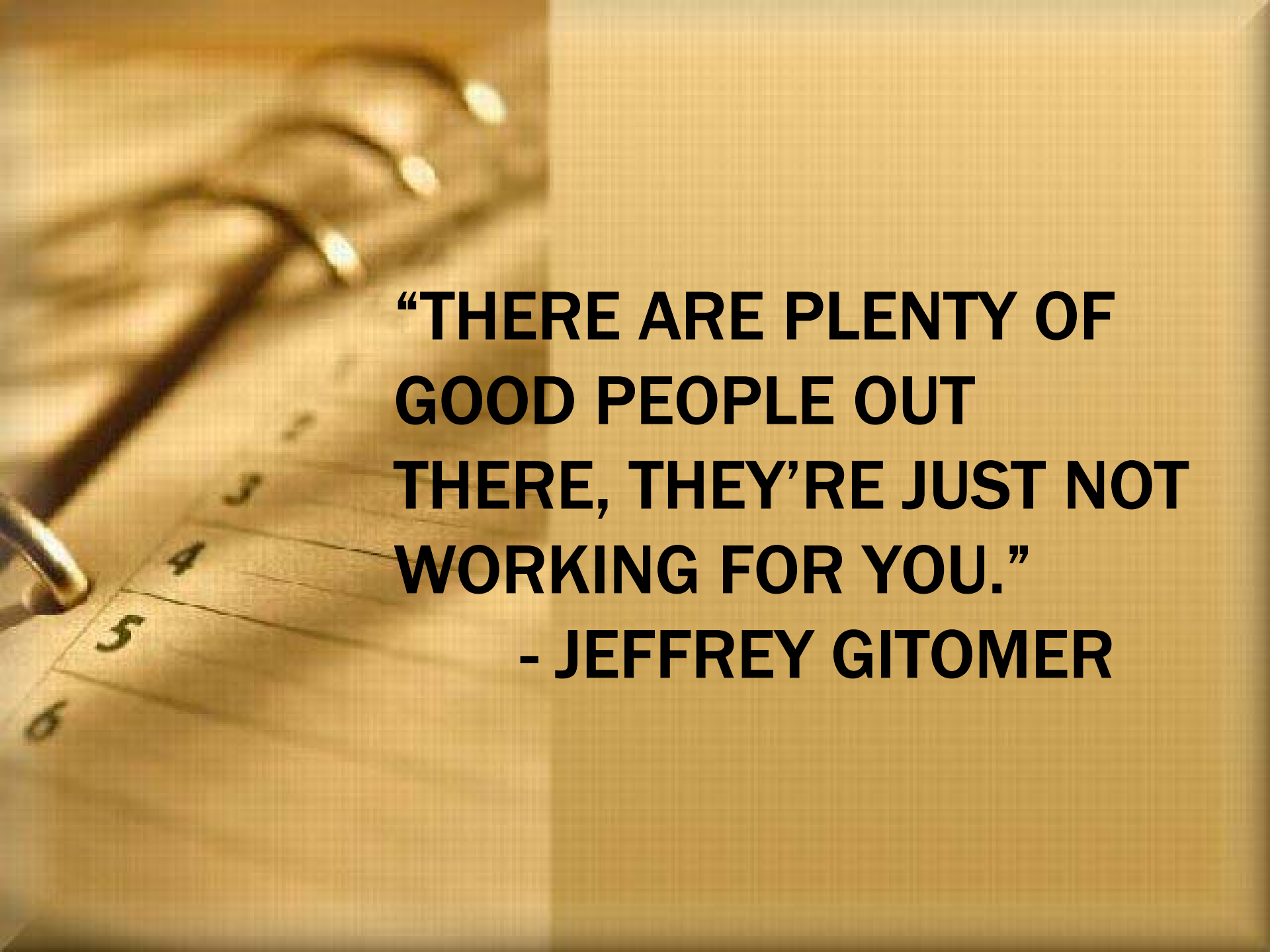
- Get information on features, advantages and benefits offered to customers
- Review product positioning
- Conduct product demonstrations
- Discuss competitive differences
- Launch a new product or service offering

Sales Training

- Learn how to create a territory plan
- Identify and practice a unique value proposition
- Get tools to help uncover customer business needs
- Create reasons a customer should become a partner
- Understand how to make proposals align with the customer’s objectives

Why do we need Sales Training?

- *“makes the difference between a rogue organization and an elegant, winning sales team”*
 - Advantage Performance Group
- *“The most successful Sales Professionals learned how to sell through sales training”*
 - Sales Edge International
- *“Never join a company that isn’t interested in developing their people”*
 - The Sales Bible

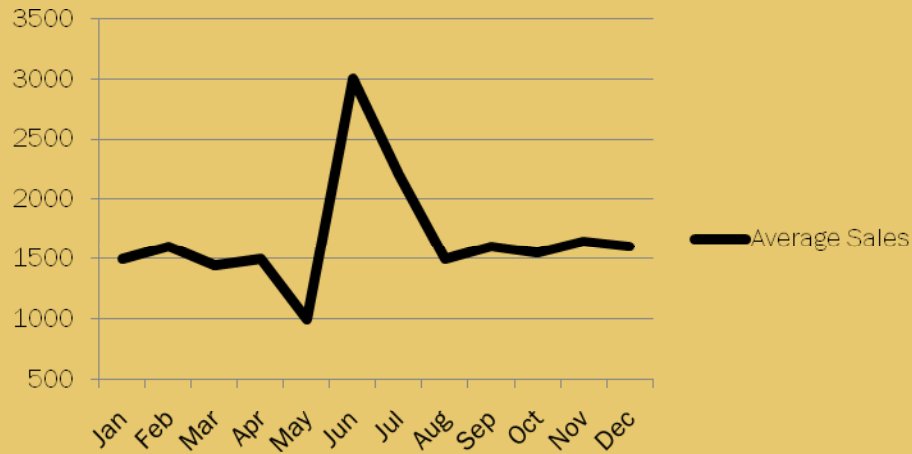


**“THERE ARE PLENTY OF
GOOD PEOPLE OUT
THERE, THEY’RE JUST NOT
WORKING FOR YOU.”**

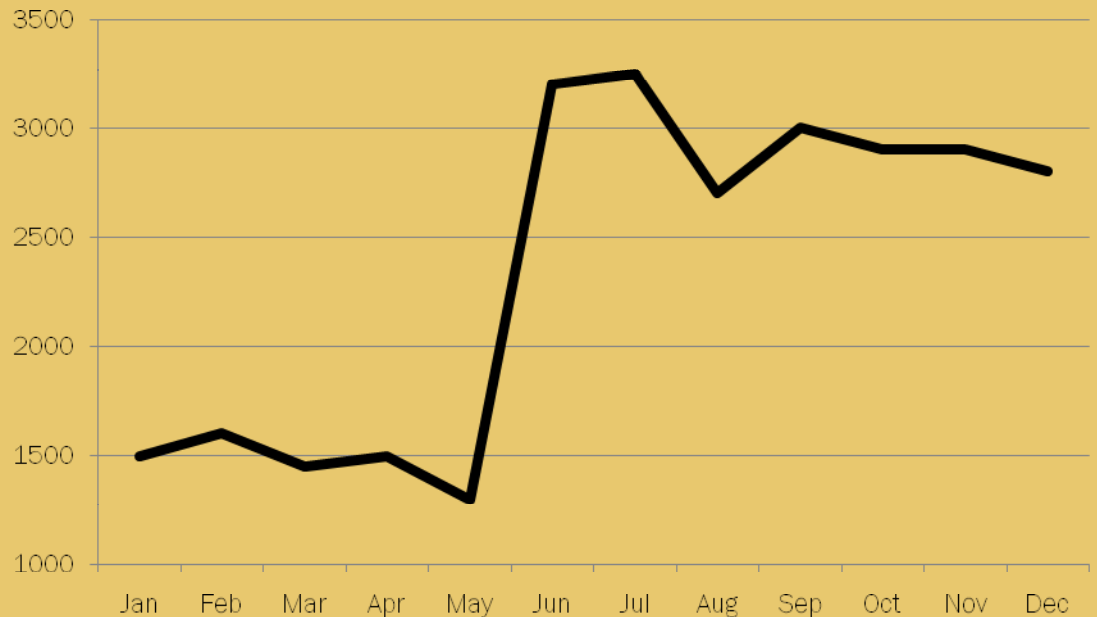
- JEFFREY GITOMER

All Sales Training Works

Good Sales Training



Great Sales Training



Did Training Work?

1. Were the learners satisfied with the training?
2. Did they master the required objectives?
3. Did they apply the new skills in the field?
4. Did applying the skills results in any increase in sales or profit?
5. Was the increase enough to pay for the training program?

How to Tell

Evaluation Level

Measurement Tool

- 1. Learner Satisfaction → End of Course Checklist
- 2. Mastery of Skills → Assessment Test or Peer Reviewed Role Play
- 3. Application → Survey and Manager Interview
- 4. Results → Before and After Sales Metrics
- 5. Return on Investment → Net Results of Training Program/Costs of Program

Evidence of Training

Salespeople

- Changes in the type, duration and volume of activities
- Planned, structured activities with a defined purpose, as opposed to “busy work”
- Renewed action on “stalled” accounts

Managers

- More planning and account reviews, less “fire-fighting”
- Focus on sales plans, not closing sales

Indicators of Good Training

- Learners come out of class motivated and pumped up about selling
- The trainer was energetic and conveyed good information
- People have a positive mental attitude when they leave the training
- Students “enjoyed” the training

Indicators of Great Training

- Learners come out of class with an action plan they can begin to execute immediately
- The trainer encouraged active participation and required role plays or other high energy activities
- People have specific tools they can use in the field with current customers
- A good portion of the students feel the training was slightly “over their head”
- Managers know what they must do to continually reinforce the training

Good Training Design

- What are the specific training objectives (what new skills sets will the learner have)?
- How, specifically, will the day to day behavior of the learner change after training?
- How will the new skill sets be reinforced on a continual basis after the training is completed?
- What business metrics will change and in what time frame?

Ensuring Future Training Success



- Ask for an ROI Impact Study of previous training delivered
- Agree to measure effectiveness on at least 3 levels
- Clearly define what behaviors need to change
- Don't confuse Product Training with Sales Training

Where to get Sales Training

- From Manufacturers
 - Don't accept product training for sales training
 - May be worth paying for
- From Sales Training Vendors
 - Visit www.smt.org for a list
 - Ask for recommendations and call them
- Develop internally
 - Preferably a dedicated sales training resource
 - Can also be a coach and mentor