

THE SALESPERSON'S PERSPECTIVE ON THE IMPACT OF SALES TRAINING

The global market for sales training is estimated to have been \$2.54 billion in 2017, up nearly \$1 billion since 2010. A recurring question by L&D is the extent to which effective sales training has an impact on sales performance. This study surveyed sales professionals to collect their perspective on how well the training they receive meets their needs.

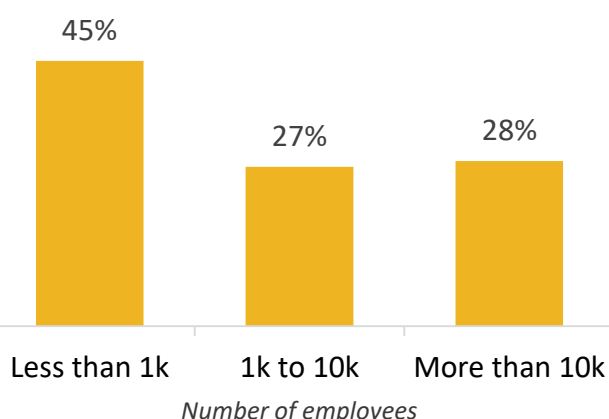


287
Respondents

74%
B2B Sales Reps

15+
Industries

COMPANY SIZE



Highly effective sales training reduces ramp-up time by up to 7 weeks.”

RAMP-UP TIME

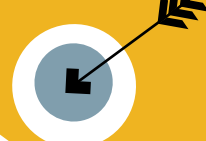
Time Required for New Rep To Reach Quota Attainment



with INEFFECTIVE TRAINING

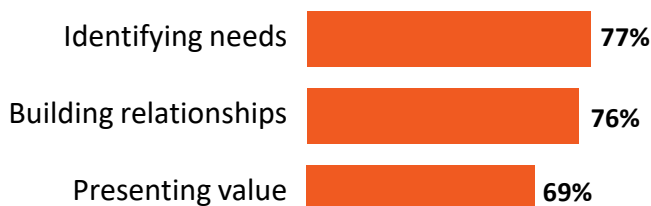


with EFFECTIVE TRAINING



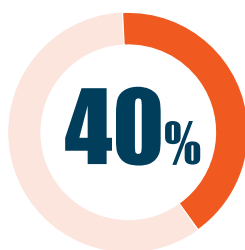
MOST IMPORTANT SKILLS

Sales Skills Rated “Very Important” For Sales



CLOSE RATES

Percentage of respondents with over 50% of opportunities won.



with INEFFECTIVE TRAINING



with EFFECTIVE TRAINING



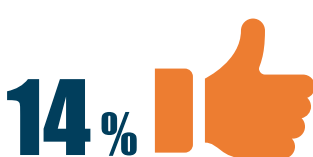
Effective training correlates to higher close rates.”



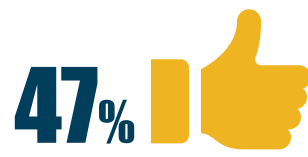
Nearly half of those who rated their sales training as effective were highly satisfied with their jobs.”

JOB SATISFACTION

Percentage of respondents who agreed with a statement that they're satisfied with their job.



with INEFFECTIVE TRAINING



with EFFECTIVE TRAINING

