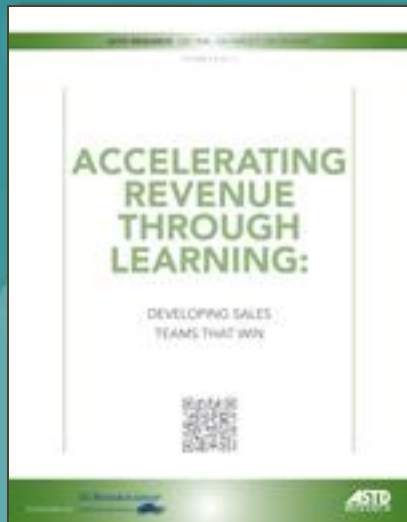


Accelerating Revenue Through Learning: ASTD's 2011 Report on Sales Training



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Making the right decision



SALES
TRAINING DRIVERS



What We'll Cover...

**Evolution of the
Sales Process**

**Warning:
Product
Training
And
Personal
Approach**

**THE Challenge,
reasons, and
implications.**

**Data From the
Report**

Recommendations

Q&A

Timeless Truth of Sales Training

*Sales training is only
a means to an end.*

*The end is consistent attainment
of revenue targets.*



THE Challenge We Face

Sales People are not Performing

- 59.4 percent of salespeople met quota in 2010*
- Win rates of forecast deals ... very low at 46.6 percent.*
- Significant margin erosion through tactical discounting.

*Source: CSO Insights Press Release, Feb 2011



Here are the Reasons

- Selling is a tough job;
- Little understanding of customer buying processes;
- Unqualified sales and management personnel;
- Lack of inter-department support;
- No selling process; and
- Ineffective or no training.

An Important Fact

Salespeople.

Are.

Different.



Other Implications*

- Little or no support
- Better selling skills important
- Uncomfortable with their role
- Need methodologies
- Three important skills



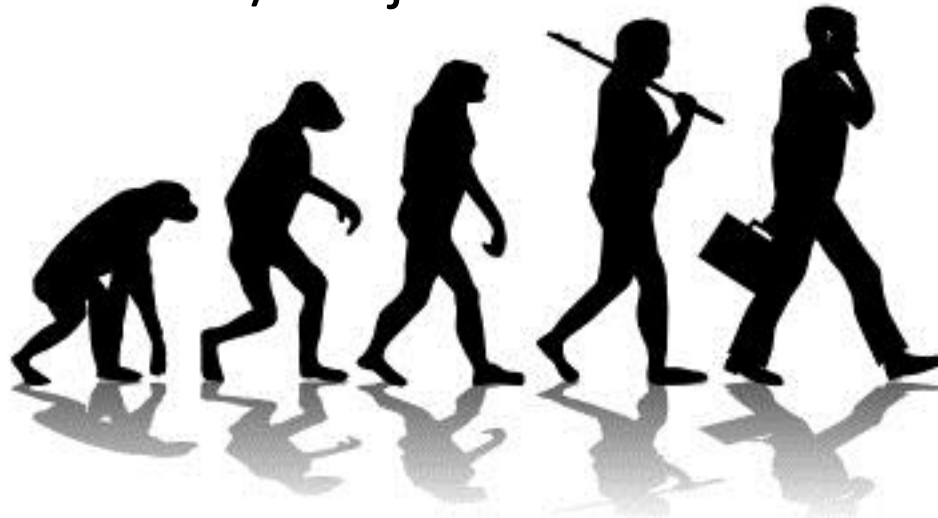
* Based upon the 322 usable surveys

Time for a Wake-Up Call



Evolution of the Sales Process

- Complex Buying Situations
 - Depth, breadth, stakeholders
- Technology – customer research
- Strategic procurement
- Competitive pressures
- Consultative needs of customers...
- Business/ROI justification



The Answer is ***NOT***
More Product Training

FIGURE 5 | A PERSONAL APPROACH TO CONTINUOUS IMPROVEMENT, AND BETTER SELLING AND INFLUENCING SKILLS WILL LEAD TO MORE SUCCESSFUL SELLING

To be more successful in selling my products or services to clients and prospects, I need:

Percent of respondents answering "high extent" or "very high extent"



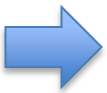
Where Does More Product Knowledge Generally Lead?



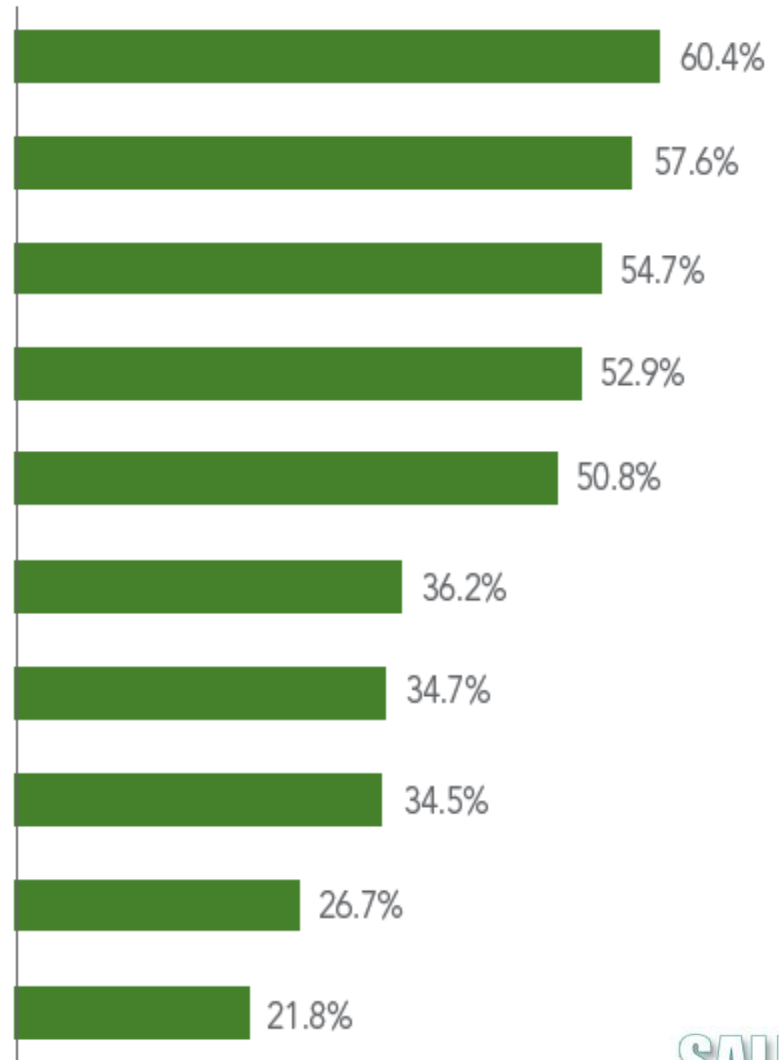
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A personal approach to continuous improvement



Better selling and influencing skills

More collaboration and support

Competitive analysis

Better relationships internally and externally

More information

Better technology

More product knowledge

Better pay

A more clearly defined role

Where Does the Personal Approach Lead?

NO
Sales Tips
Tricks
or
Shortcuts



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Salespeople Say They Need...

“For me to become a trusted business advisor with my clients and prospects, the sales training I receive should be focused on:

Percent of respondents answering “high extent” or “very high extent”

- How to manage the customer’s perception of value: 77.9%
- Thinking more strategically: 71.2%
- Being a better consultant: 70.5%
- Defining and positioning solutions: 67%

56% of salespeople receive no formal sales training.

95.9% of salespeople say continuous learning is critical to their success.

Three Points for You to Consider

1. Sales is Learning's customer, but Sales pays all the bills.
2. The schism between Sales and Learning must be bridged.
3. Training alone will never get the job done. Success comes from a strategic approach to sales training.

Key Recommendations

Take that strategic approach:

1. Job #1: Understand the buyer.
2. Only the right people in sales positions.
3. Build the sales process before training.
4. Reinforce behavioral changes.
5. Measure new behavior and sales results.

Take a Strategic Approach to Sales Training



Questions?

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