

SALES TRAINING BUYERS' GUIDE



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INTRODUCTION

Choosing the right sales training and coaching provider can be a daunting task, but it's essential for driving revenue growth. Sales Training & Coaching plays a critical role in shaping successful sales teams and is more than just a checkbox exercise. The right training is a strategic investment for any organization. By following the steps in this buying guide, you can make the process easier and choose the best provider for your needs.

THE BUSINESS CASE FOR SALES TRAINING

1. RAISING SALES PERFORMANCE

Effective sales training equips your sales force with the **tools, techniques, and skills** needed to excel in their roles. Here's why it matters:

- **Confidence and Trust:** Well-trained sales reps are your brand ambassadors. The better they are the more confidence and trust they instil in potential customers. A confident salesperson can guide prospects through their decision-making process efficiently, whilst answering questions and handling any stalls and objections.
- **Faster Sales Cycles:** Skilled sales professionals understand how to prioritise their time, navigate complex customer decision making units, address blockers, and close deals fast. This agility translates into shorter sales cycles, allowing your company to achieve its goals more rapidly.



2. TANGIBLE BENEFITS AND STATISTICS

Let's back this up with some compelling statistics:

- **B2B Buyers and Insights:**
 - B2B buyers are **5 times more likely** to engage with sales professionals who offer **fresh insights** into their business.
 - **89%** of B2B buyers say that vendors who provide content demonstrating **ROI** make it easier for them to justify their purchases¹.
- **Employee Motivation and Retention:**
 - Effective sales training is associated with higher levels of **employee motivation**, satisfaction, and retention. When sales reps feel equipped, they stay engaged and committed to their roles.
- **Turnover Rates:**
 - Companies with sales training programs that **exceed expectations** have the lowest annual sales rep turnover (around **11.9%**). In contrast, those with programs meeting expectations experience slightly higher turnover rates (around **13.9%**).

3. TRENDS SHAPING SALES TRAINING IN 2024 AND BEYOND

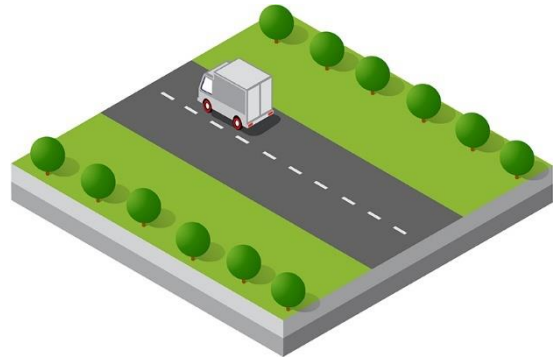
Sales training is evolving to meet the demands of a dynamic business landscape:

- **Hybrid Learning:** While most companies have moved back to in-person training after the pandemic many now recognise the benefits of a blended learning experience that includes, in-person, live online and self-paced programs.
- **Experiential Learning:** Beyond modules and videos, hands-on experience remains invaluable. This is because cold calls, questioning techniques, objection handling and closing techniques are best learned through real-world practice.
- **Game Simulations:** developments in game and simulation software that can accelerate transformation projects by winning hearts and minds will become more common beyond 2024.

4. THE ROAD AHEAD

As we step into 2024, consider these action points:

1. **Regular Training:** Prioritize regular sales training sessions. Explore the possibility of building an internal sales academy. You can start an academy with minimum investment and expand and improve based on results.
2. **Continuous Learning:** Encourage sales teams to stay updated through webinars, workshops, and online courses.
3. **Customization:** Tailor training to your industry and organization's unique needs.
4. **Measurement:** Evaluate training effectiveness using metrics like knowledge retention and actual sales performance.



Your sales training shouldn't be an expense; it's an investment in your team's success. Equipping your sales force with the right knowledge, will help them drive revenue and growth in your business.




IDENTIFY YOUR PROBLEMS - NEEDS ANALYSIS

The first step is to identify the specific problems you're trying to solve with your sales training and coaching program.

There are various ways to conduct a Needs analysis, however, we recommend gathering information from:

- a) The Salespersons Line Manager – good managers instinctively know where their teams need support.
- b) Data – use an evidence-based approach to gather data and set benchmarks for best practice in each area
- c) The Salespeople – it's good to include the salespeople so they feel a sense of ownership of their training, rather than forcing training on them.

You can use simple templates to gather the information. These need to be customised to your unique situation but are a good starting point.

SALES TRAINING NEED ANALYSIS									
Sales Rep Name						Position			
Line Manager						Date			
Skills	Individual Rating					Training Required	By When	Post Training Support	
Goal Setting	1	2	3	4	5	y/n			
Research & Planning	1	2	3	4	5	y/n			
Sales Messaging	1	2	3	4	5	y/n			
Sales Prospecting	1	2	3	4	5	y/n			
Whiteboard Selling	1	2	3	4	5	y/n			
Building Relationships	1	2	3	4	5	y/n			
Controlling the Conversation	1	2	3	4	5	y/n			
Advanced Questioning Skills	1	2	3	4	5	y/n			
Value Creation	1	2	3	4	5	y/n			
Upsell & Cross Selling	1	2	3	4	5	y/n			
Negotiation Skills	1	2	3	4	5	y/n			
<i>Skill self-identified by rep</i>	1	2	3	4	5	y/n			
What do we want to achieve in the next quarter?									
Where do you see yourself in the next 2 years?									
As your line manager how can I support you?									

Once you have a good understanding of the problems you're facing, you can start to look for solutions.

EXPLORE SOLUTIONS

There are many different types of sales training and coaching programs available, so it's important to do your research and find a program that's a good fit for your needs.

Here are some factors to consider:

- The type of training required (e.g. product training, skills training, conceptual training)
- The type of delivery offered (e.g., online, in-person, blended)
- The focus of the training (e.g., sales process, prospecting, closing)
- The experience and expertise of the trainers
- The cost of the program



BUILD YOUR REQUIREMENTS

Once you've explored different solutions, you need to build a list of requirements for your sales training and coaching program. This will help you narrow down your choices and select the best provider for your needs.

Here are some key requirements to consider:

- The size and budget of your program
- The specific skills and knowledge you want your sales reps to develop
- The timeline for the program - when can you get space in your teams diaries
- The delivery method (e.g., online, in-person, blended)
- Location of the training if the delivery is to be in-person

TRAINING CONTENT

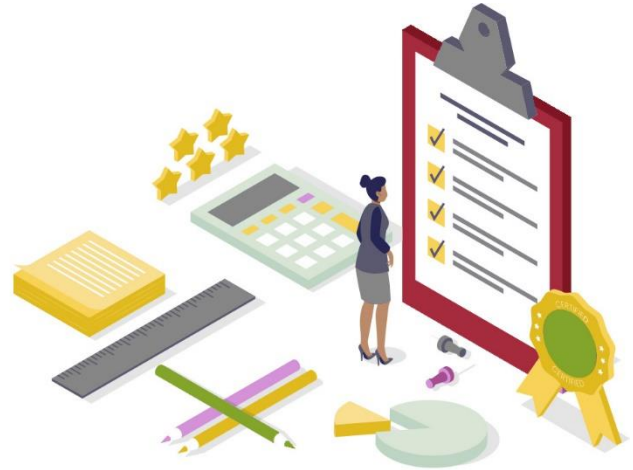
- **Modular Design:** Sales training content that uses modular design allows you to “swap” modules within a course. This helps customise the course to better meet your needs.
- **Engaging Content:** Ensure that the training materials are engaging, practical, and relevant.
- **Custom Content:** If your budget permits invest in custom content and use this to start building your own internal sales academy.
- **Training Materials:** Much as it sounds old fashioned people still like the touch and feel of printed materials over electronic .pdf.
- **Role-Playing and Simulations:** You trainer must be able to role play and demonstrate the strategies and tactics they are teaching. They must take the role of the salesperson and roleplay live to the class as part of creating a good learning environment and a safe place for learners to fail.
- **Action Planning:** Be sure to include some form of plan that participants can create at the end of the training that contains their commitments to implementing what they have learned. This should be shared with the Leadership team to hold them accountable and with their line manager to coach them and reinforce the learnings.
- **Continuous Learning:** Encourage ongoing development through training, coaching, webinars and industry updates.

SELECTING A SUPPLIER

Once you have a list of requirements, you can start to evaluate different sales training and coaching providers.

Here are some things to look for:

- Satisfied customers
- Modern up to date content
- A proven track record of success
- Experienced and qualified trainers who still sell
- A flexible delivery method that meets your needs
- Pre-work available prior to commencing training
- Objective post training review to gather feedback
- The option to tailor content and course to match your needs
- Experience of selling and training internationally if you plan to sell abroad
- A comprehensive training program that covers all the key sales skills and learning objectives



YOUR BUDGET

When it comes to sales training, basing your decision solely on price can be detrimental to your organization's success. Whilst it may seem obvious that unless your strategy is to sell on price, it doesn't make sense to buy training from a provider that sells on price. With that said here are **10 compelling reasons** why you should **not** buy sales training based on price alone:

1. **Quality Matters:** Sales training is an investment in your team's skills and performance. Opting for the cheapest option often means compromising on quality. Low-quality training may not equip your salespeople with the necessary tools to excel and then your money is wasted.
2. **One-Size-Fits-All Doesn't Work:** Generic sales training programs often fail to address your specific industry, market, or organizational needs. Customized training tailored to your business context is far more effective.
3. **Long-Term Impact:** Consider the long-term impact of training. While a low-cost program may save money upfront, it could lead to missed opportunities, lost deals, and decreased revenue down the line.
4. **Engagement and Retention:** Sales reps are more likely to engage with high-quality training content. Investing in engaging, relevant material ensures better retention and application of skills.
5. **Depth of Content:** Price-driven training programs may offer shallow content. Look for comprehensive training that covers essential topics like prospecting, objection handling, negotiation, and closing techniques.
6. **Sales Transformation:** Effective sales training goes beyond tactics; it transforms mindsets and behaviours. Cheaper training may lack the depth needed for lasting behavioural change.
7. **Reputation Impact:** If your sales team receives subpar training, it reflects poorly on your brand. Customers interact with your salespeople, and their experience directly impacts your brand reputation.
8. **Missed Opportunities:** Focusing solely on price blinds you to the potential value of better training. Improved skills lead to higher conversion rates, larger deals, and increased customer satisfaction.
9. **Ongoing Support:** After initial training, ongoing support and reinforcement are crucial. Low-cost providers may not offer post-training resources or coaching, hindering continuous improvement.
10. **ROI Considerations:** Evaluate the return on investment (ROI) of sales training. A slightly higher upfront cost may yield substantial returns through improved sales performance and revenue growth.

Remember, the goal of sales training isn't to save money; it's to **make more money** by empowering your sales team.

POST TRAINING

EVALUATING TRAINING EFFECTIVENESS

- **Assessment Metrics:** Where possible measure knowledge retention, improvements in skills, and changes in behaviour.
- **Feedback from Participants:** Gather insights from trainees on what worked well and areas for improvement.
- **Sales Performance Metrics:** Correlate training outcomes with actual sales performance focusing on the lead indicators, not lag indicators.
- **Iterative Improvement:** Use feedback to refine and enhance future training programs.



COMMON PITFALLS

ADDRESSING COMMON CONCERNS

Concern: I have participants with mixed experience and abilities.

Response: Any good trainer will convert this to an advantage and facilitate what is called peer learning. The more seasoned participants will be able to share their experiences, and the younger audience can provide fresh innovative thinking.

Concern: Sales training is expensive.

Response: While sales training can be expensive, it's an investment that will pay for itself in the long run. A well-trained sales team can close more deals and generate more revenue for your organization.

Concern: I don't have time to manage a sales training program.

Response: Many sales training and coaching providers offer managed services, so you don't have to worry about anything. They will take care of everything from developing and delivering the training to measuring the results.

Concern: I'm not sure if sales training will work for my team.

Response: Most sales training and coaching providers offer a free consultation, so you can learn more about their programs and see if they're a good fit for your needs. They can also provide you with case studies and testimonials from satisfied customers.

HOW KLOZERS CAN HELP

We are a leading provider of sales training and coaching programs for large organizations. We have a proven track record of success in helping our clients achieve their sales goals.

Our programs are delivered by experienced and qualified trainers who are experts in the latest sales techniques and strategies.

We also offer a variety of delivery methods to meet the needs of our clients, including online, in-person, and blended training.

Here are some of the specific ways we can help you:

- We can help you conduct a detailed needs analysis to identify the specific problems you're facing with your sales team.
- We can recommend a sales training and coaching program that's a good fit for your needs and budget.
- We can help you develop a customized training program that meets the specific needs of your organization and your sales team.
- We can provide you with experienced and qualified trainers who are experts in the latest sales techniques and strategies.
- We can offer you a variety of delivery methods to meet your needs, including online, in-person, and blended training.
- We can help you measure the results of your sales training and coaching program through a variety of metrics, such as sales pipeline growth, close rates, and customer satisfaction.



CONCLUSION

By following the steps in this buying guide, you can choose the best sales training and coaching provider for your needs and achieve your sales goals.

We are confident that we can provide you with the sales training and coaching program that you need to help your sales team succeed.






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