

Sales Training Survey

10 Key Insights

Jan 2017





Contents

10 key insights

- Insights on different training formats
- Insights on different training topics
- Overview of approaches to Sales Training

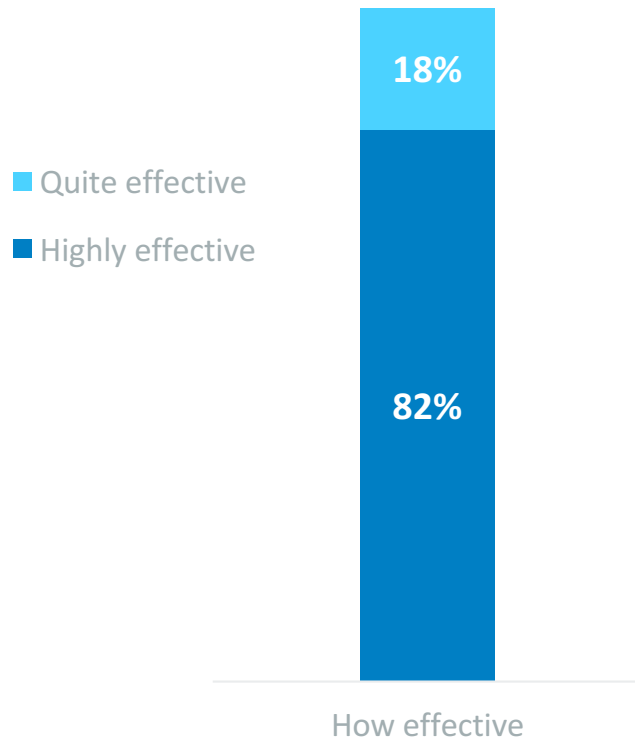
Survey details

- This survey was completed in Nov-Dec 2016 by a selection of current or former Sellex clients.
- There were 40+ respondents, all holding the role of Sales / Commercial Director.
- The respondents currently work across some of the biggest suppliers in FMCG, however their results have been aggregated to maintain confidentiality

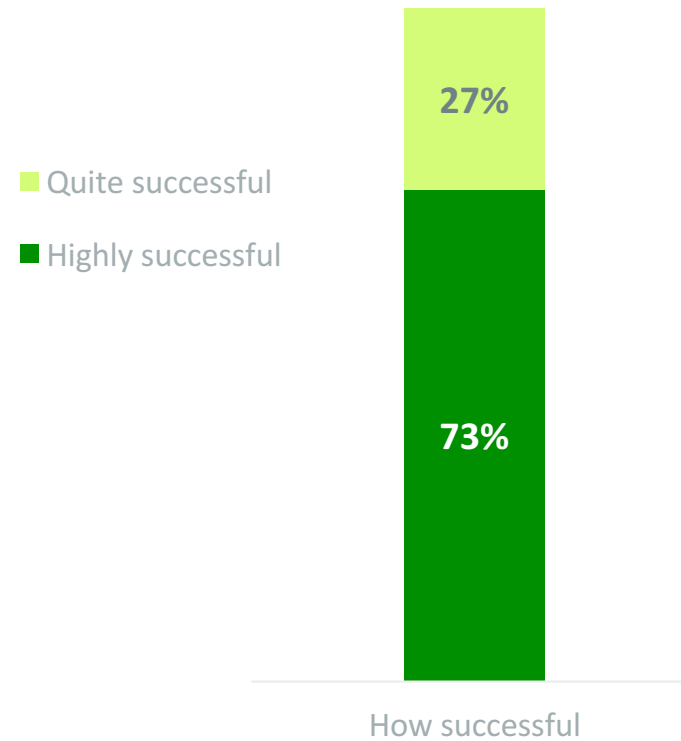


1. Group Workshops are highly effective, and highly successful

If you could provide your team with a full suite of training methodologies, how would you rate the effectiveness of 'Group learning in a facilitated workshop'?



In your business, how successful have you been in applying 'Group learning in a facilitated workshop'?

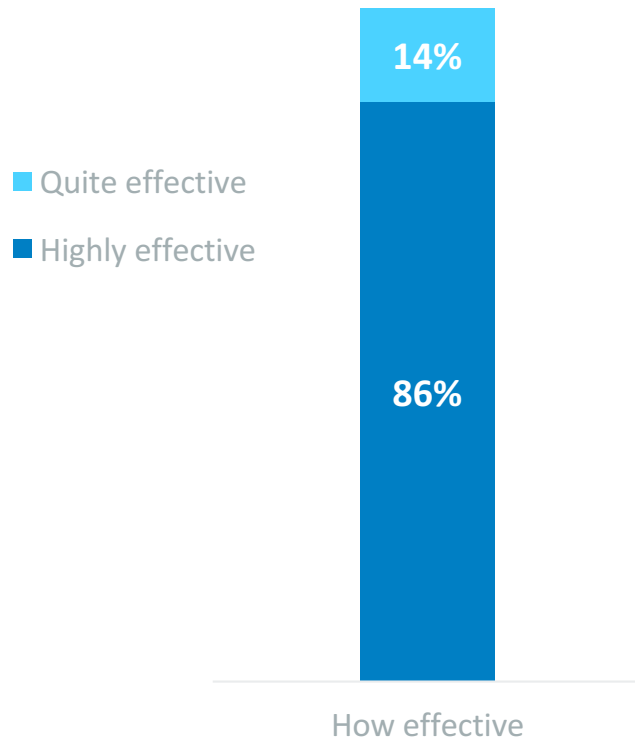


Group workshops should continue to be the bedrock of your sales training plans

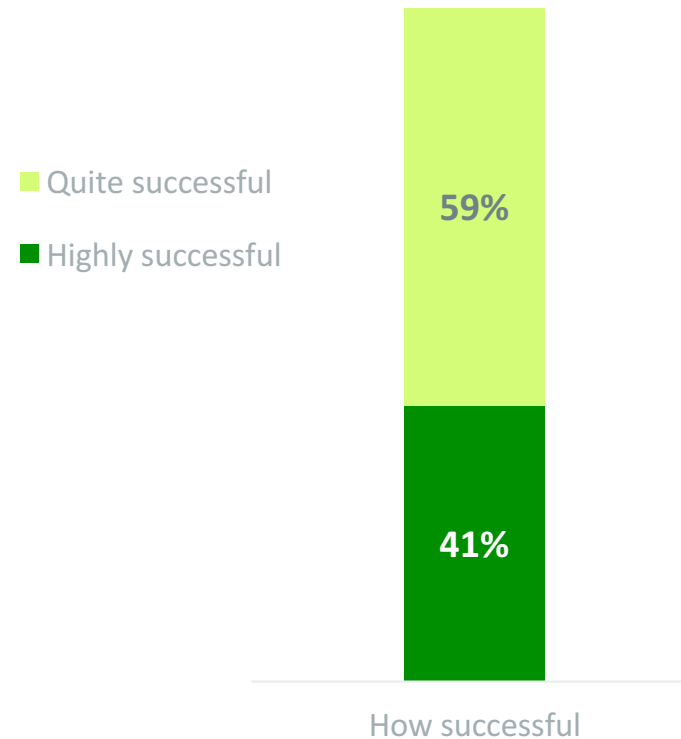


2. Coaching is also critical, but not as successful and supported as it deserves:

If you could provide your team with a full suite of training methodologies, how would you rate the effectiveness of 'On the job Coaching'



In your business, how successful have you been in applying 'On the job Coaching'



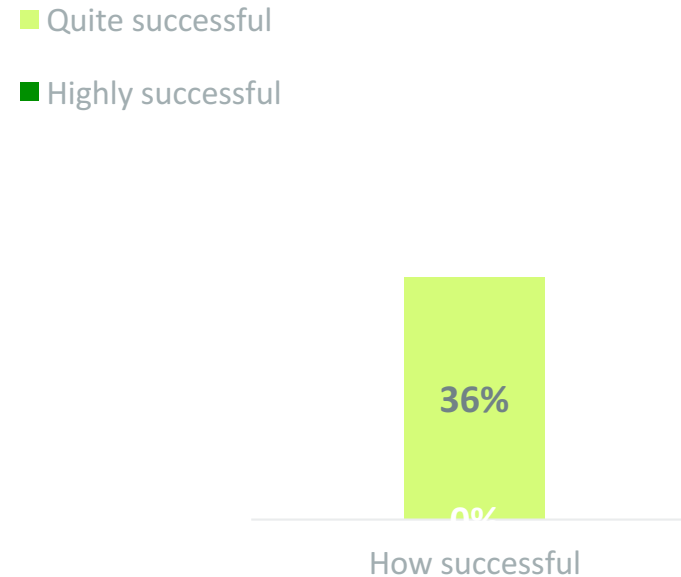
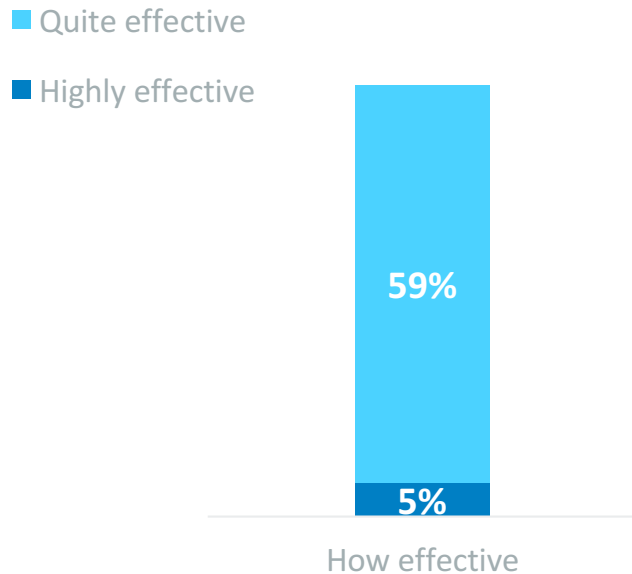
Coaching is the key to sustainment, but few businesses make it work hard



3. The use of online learning has mixed feedback, and has seen only moderate success to date

If you could provide your team with a full suite of training methodologies, how would you rate the effectiveness of 'Online learning, at delegates convenience'

In your business, how successful have you been in applying 'Online learning, at delegates convenience'



Online learning provides a useful back-up plan in some circumstances, but should not take precedence over live 1-on-1 interaction

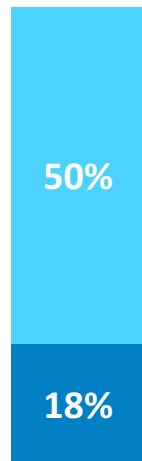


4. The use of Apps in Sales Training is effective in some situations, but not yet widely used:

If you could provide your team with a full suite of training methodologies, how would you rate the effectiveness of 'The use of Apps, for anytime skills refresh'

In your business, how successful have you been in applying 'The use of Apps, for anytime skills refresh'

■ Quite effective
■ Highly effective



How effective

■ Quite successful
■ Highly successful



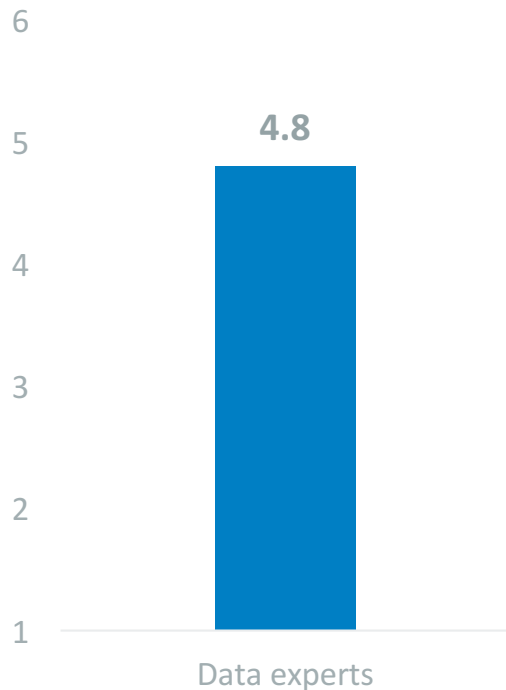
How successful

This emerging technique has high potential to support sustainment, but is still in its infancy in the industry

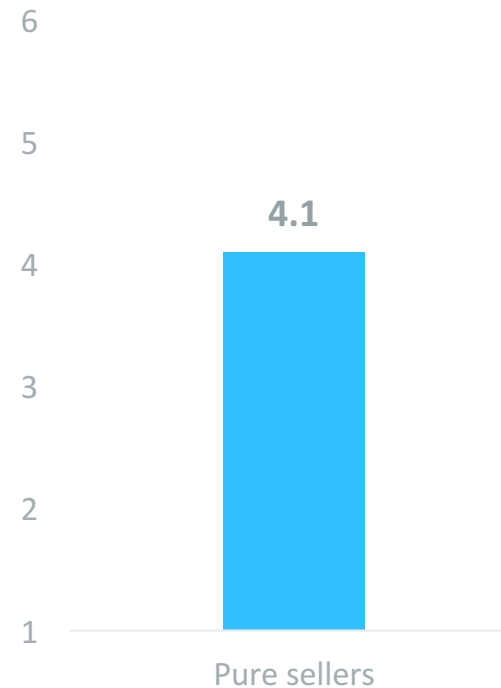


5. Sales people are generally considered to be more ‘data experts’ than ‘pure sellers’

To what degree are your current salespeople capable of managing the customer in terms of numbers and spreadsheets/ other systems – keeping on top of how they are performing, analysing trends and so on?



To what degree are your current salespeople true sellers, using an understanding of their customer to create compelling stories, and with a strong influencing strategy to gain commitment up, down and across the customer teams?



Ensure your sales team do not lose their ‘core’ selling skills, while broadening their skillsets as business managers



6. Industry challenges require the modern customer manager to have a broader skillset than ever before

What are the 3 most important areas of capability ?

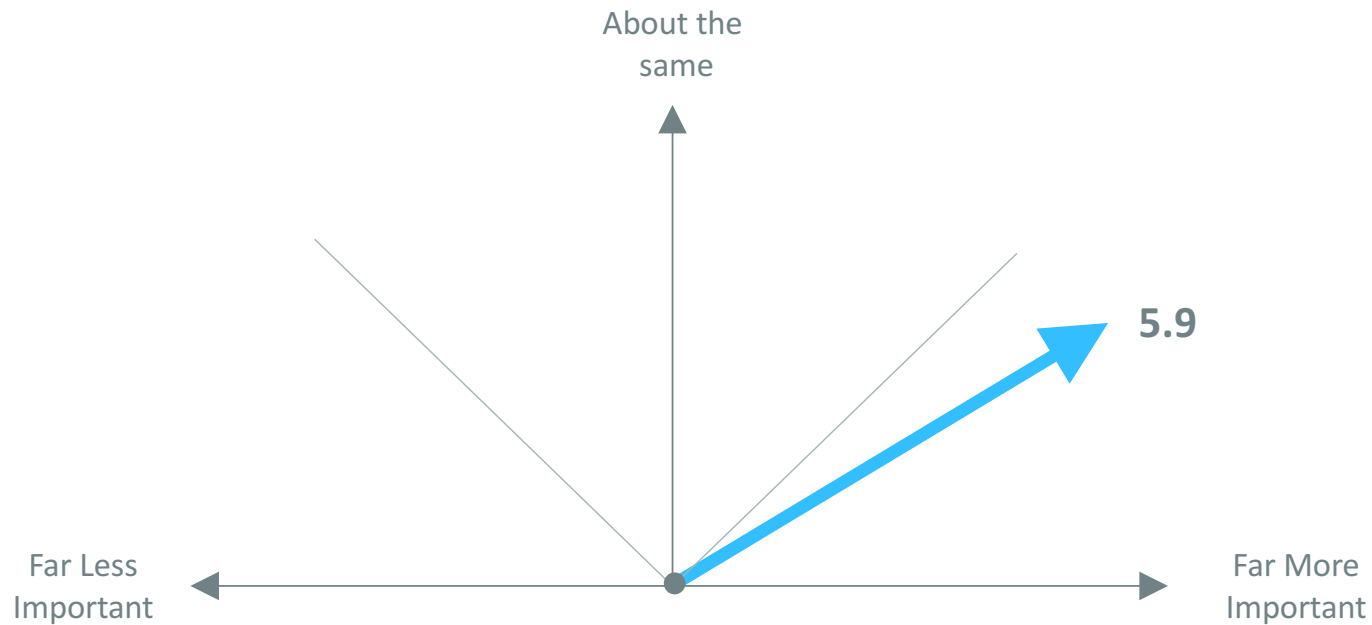


The top 3 areas of capability stand out, but all businesses need a rounded sales manager with many skills to deliver a high quality output



7. Sales Training is more important than ever before...

How important is training in today's environment, compared to the past (eg 5 years ago) ?

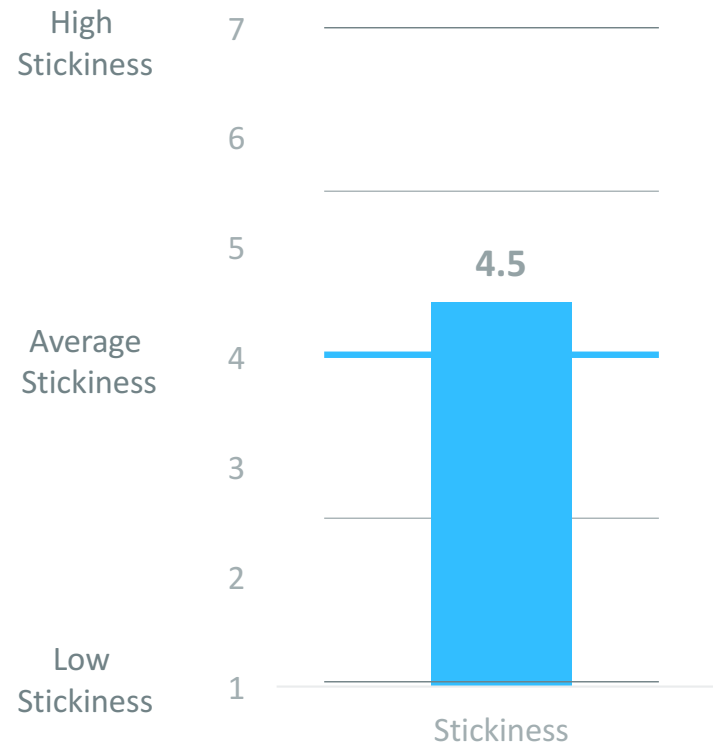


The changing environment and requirements for a broader skillset mean that Sales Training is more of a burning platform than ever



8. ...But Sales Training today has only 'average' stickiness

How well does your current Sales Training 'stick' with the delegates after it has been completed ?

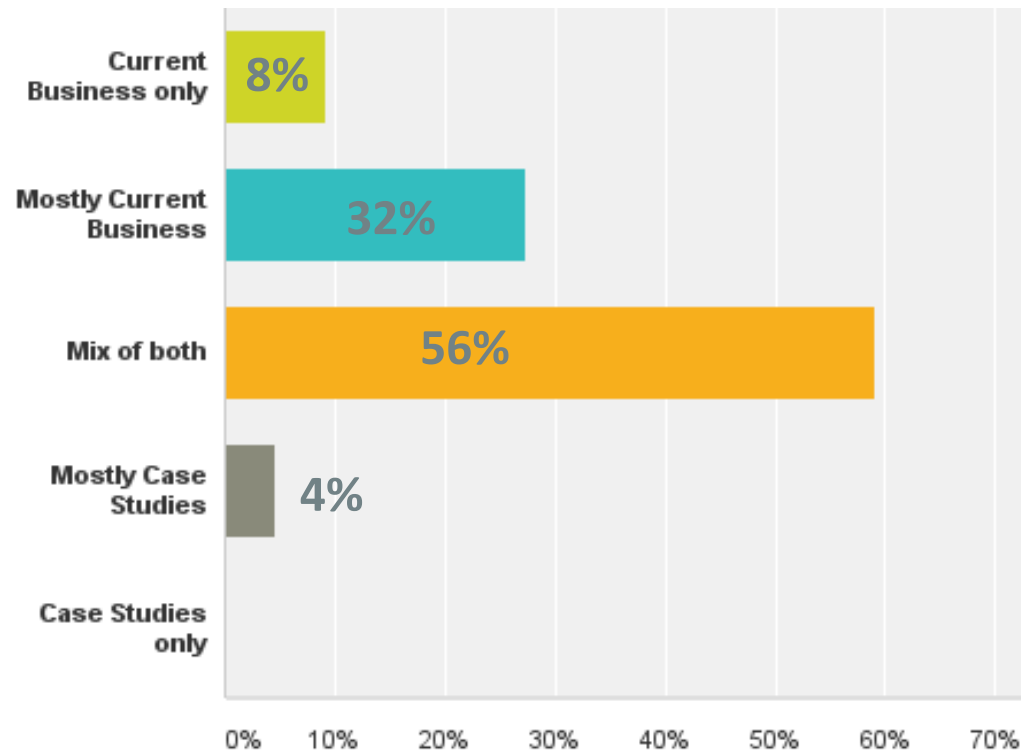


More emphasis is required on sustainment tactics and techniques



9. Sales Training is best supported with a mix of fictional and current business challenges

When working on case studies during sales training, do you prefer to use current business situations, or fictional case studies ?



Effective Sales Training needs to involve a good blend of business challenges and illustrative case studies

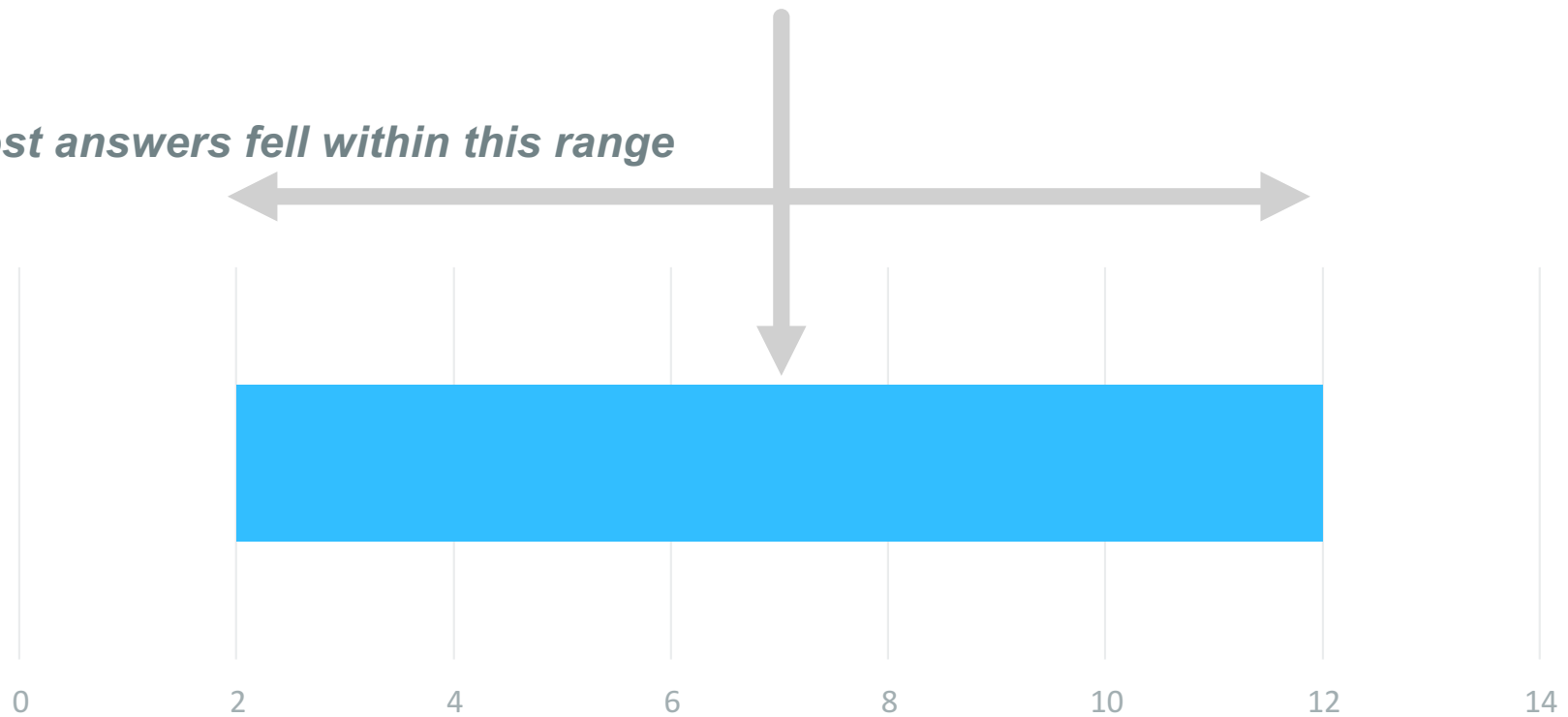


10. The average number of days sales training a year is 7.1

How many days sales training on average, per head, per year ?

Average = 7.1

Most answers fell within this range



Decide what's right for your business, and ensure it becomes a year-in, year-out commitment



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For more information on the Sellex Academy, please
email your Sellex contact or info@sellex.co.uk