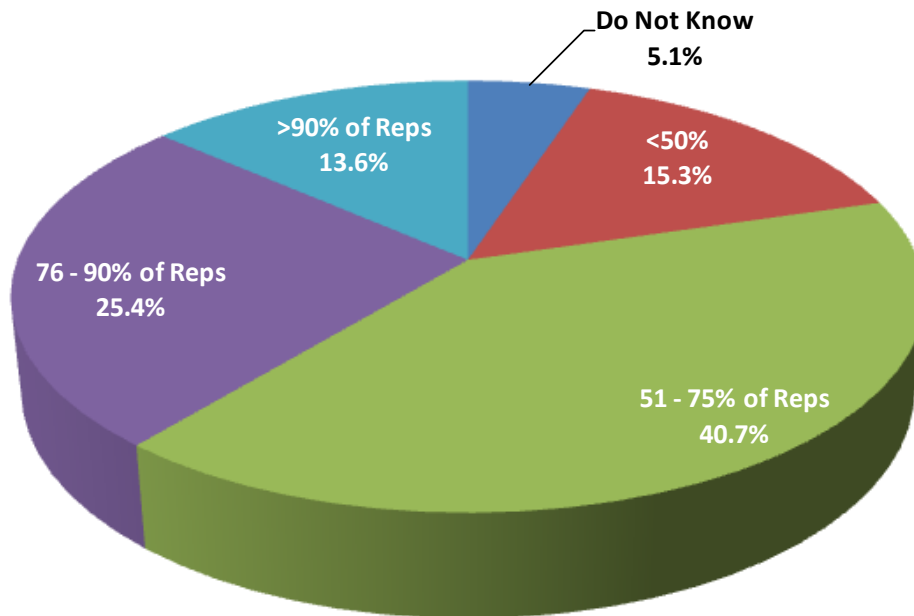


What percentage of your sales force consistently uses your sales methodology?

Percentage of Sales Force Consistently Using Sales Methodology



Key Findings

- ❖ Six in ten reps consistently use their company's adopted sales methodology.
- ❖ Larger firms still tend to be more process oriented.
- ❖ Average amount that firms are investing in rep training of all types roughly the same year-over-year.

Observations

Last year companies reduced their overall investment in training by 13%. We expected to see a reversal of this with the improving economy and business climate, but that is not what is being reported by our survey respondents. In fact, the weighted average for training investment per rep per year dropped an additional \$100 (to \$1637) this year.

Companies investing more than \$5000 per rep per year dropped from 6% to 4% of respondents. However, the opposite end of the spectrum—firms doing no training—also dropped from 9% to 6%. But does it even pay off? Does spending more on training translate into better execution and consistent usage? Short answer: no. Sales management and senior management need to reinforce the training for it to become truly integrated into daily selling activities by most reps.

Long answer: the data suggest investing *and* reinforcing are well worth doing, as seen in the table below.

Average \$/Rep Spent on Training	\$0 to \$500 Annually	>\$2500 Annually
Consistent Use of Sales Process by 75%+ of Reps	30%	58%
Presentations Resulting in a Sale > 50% of the Time	16%	30%
Outcome of Forecast Deals: Won/Lost/No Decision	38%/40%/22%	46%/33%/21%
Ability to Cross-sell/Up-sell: Needs Improvement	46%	19%