

10 WAYS TO DRIVE CONTINUOUS LEARNING FOR YOUR ORGANIZATION

The stakes are high when it comes to sales training.

Success can prepare your team to excel in their roles, reduce turnover, and bring new sellers to productivity faster. Failure is costly; many initiatives fail to deliver on expected results at all.

In our research, only 33% of respondents rated their sales training as extremely or very effective. So what are these organizations doing to supercharge their training initiatives?

They **structure**, **support**, and **approach** sales training differently.

3 Key Areas Impacted by Sales Training

Reduced Turnover

Organizations with highly effective sales training have **1.2x lower turnover**.

Faster Time to Productivity

Organizations with highly effective sales training are **4.9x** more likely to strongly agree their **onboarding** gets sellers productive quickly.

Better Prepared Sales Teams

Organizations with highly effective sales training are **3.5x** more likely to strongly agree their **training** prepares sellers to succeed.

Organizations with **highly effective sales training**...

Structure

1

Blend Delivery Methods

In-person training remains a staple of top sales training organizations, but virtual and self-study options are an important complement to training initiatives.

93%
use in-person, instructor-led

66%
use virtual instructor-led

50%
use virtual self-study

2

Think Learning Journeys, Not One-Off Training

Avoid structuring training as a one-off event. Build in a schedule of activities before and after to introduce skills, reinforce them, and apply them on the job, then create learning paths for ongoing development.

3

Transition from Onboarding to Everboarding

Though new sales hires benefit from onboarding, learning shouldn't stop there. Organizations with highly effective sales training are significantly more likely to embrace a culture of continuous learning.

3.9x
more likely to have onboarding that transitions directly to everboarding, or continuous learning

Support

4

Secure Buy-In from Leadership

Effective sales training starts from the top—leadership support is essential to adopt a culture of continuous learning.

2.2x
more likely to have continuous learning strongly encouraged and supported by leadership

5

Encourage Mentorship and Coaching

Regular coaching helps sellers refine existing skills and build new ones. Note that ongoing coaching works best when implemented on a consistent schedule.

2.9x
more likely to strongly encourage mentoring and coaching on a regular basis

6

Empower Managers to Motivate and Coach Their Teams

Your sellers aren't the only ones who work best with the right resources. Access to tools and management training are among the many ways organizations can help their managers lead confident coaching conversations with their teams.

5.2x
more likely to provide resources that prepare managers to motivate and coach their teams to succeed

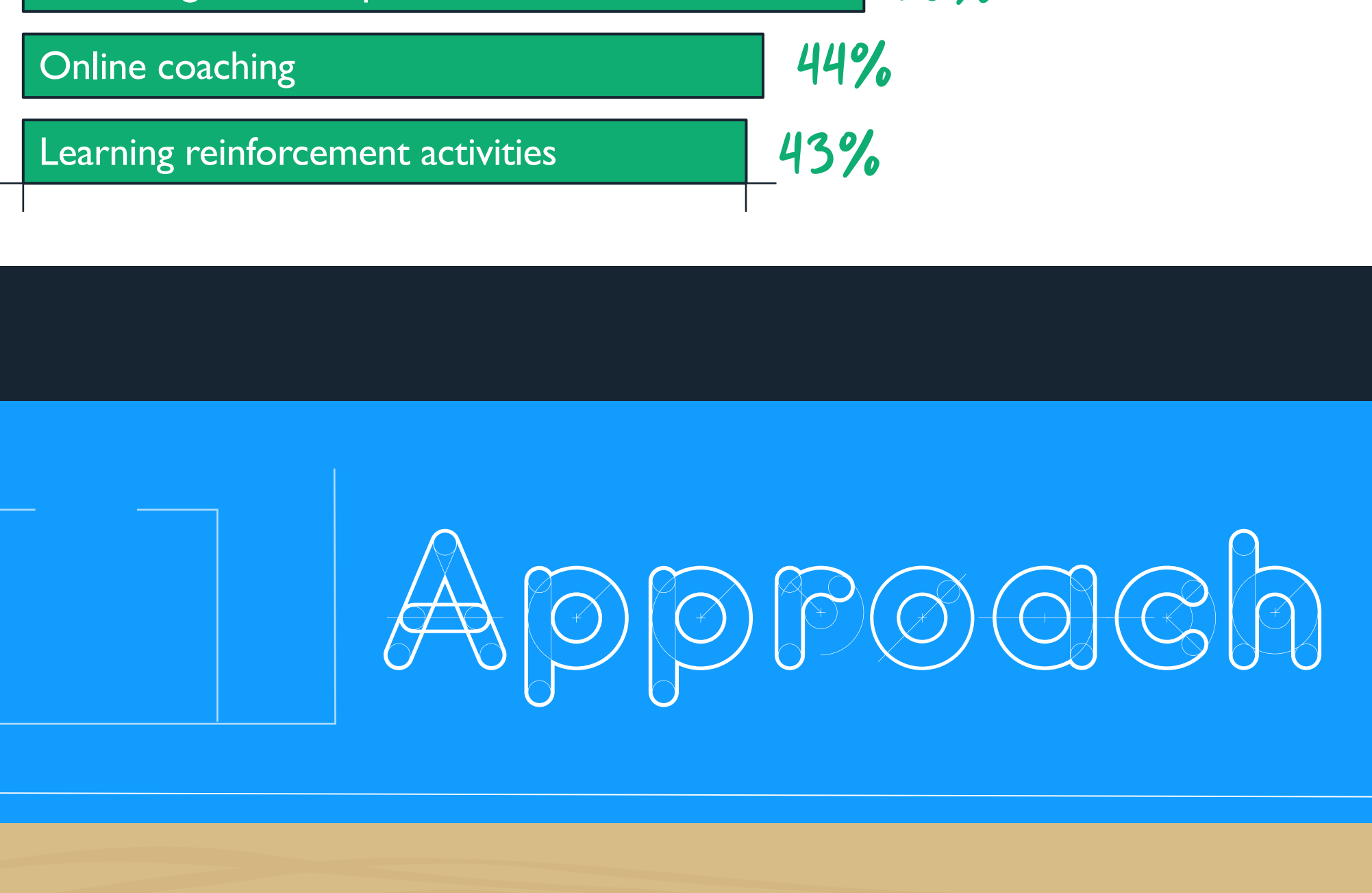
7

Enable Sellers with Digital Tools

Digital tools play a key role in reinforcing training and delivering just-in-time learning.

1.5x
more likely to provide online learning reinforcement activities

Online Learning Materials and Support in Highly Effective Sales Training



Approach

8

Inform Learning with Assessments

Using assessments helps you develop skills that'll have the biggest impact, as well as identify gaps in your approach to continuous learning.

5.5x
more likely to use assessments to proactively identify which skills to develop

1.6x
more likely to measure effectiveness through use of assessments

9

Use Metrics to Determine Training Effectiveness

You need to be able to quantify the ROI of your training to secure leadership buy-in. Robust metric tracking helps you do this, guides reinforcement, and informs future training.

90%
use sales performance metrics to measure sales training and development effectiveness

10

Invest in a Learning Platform

Sellers are busy enough; they need to be able to access learning materials whenever and wherever necessary.

A sales learning and enablement platform lets you keep all of your development materials in one place for seller use.

63%
have invested in a sales learning and enablement platform

BUILD CAPABILITY, NOT CONTENT

Don't build your training materials from scratch—implement a world-class education system with RAIN Group Total Access.

Deliver training that's proven to work, stick, and transfer to the job. Scale your learning from small groups to large roll outs across modalities. Plus, get services and support to ensure a seamless implementation.

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Source: Continuous Learning in Sales, RAIN Group Center for Sales Research and Allego