

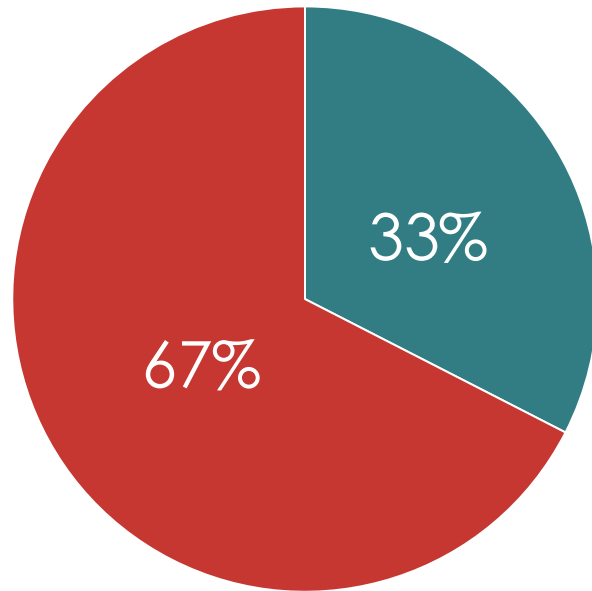


Continuous Learning in Sales

Key Research Takeaways

The State of Sales Training

Sales Training Is Effective at Achieving Strong Sales Performance and Productivity



■ Extremely/Very Effective ■ Moderately/Slightly/Not At All Effective

Most sales training disappoints.

67%

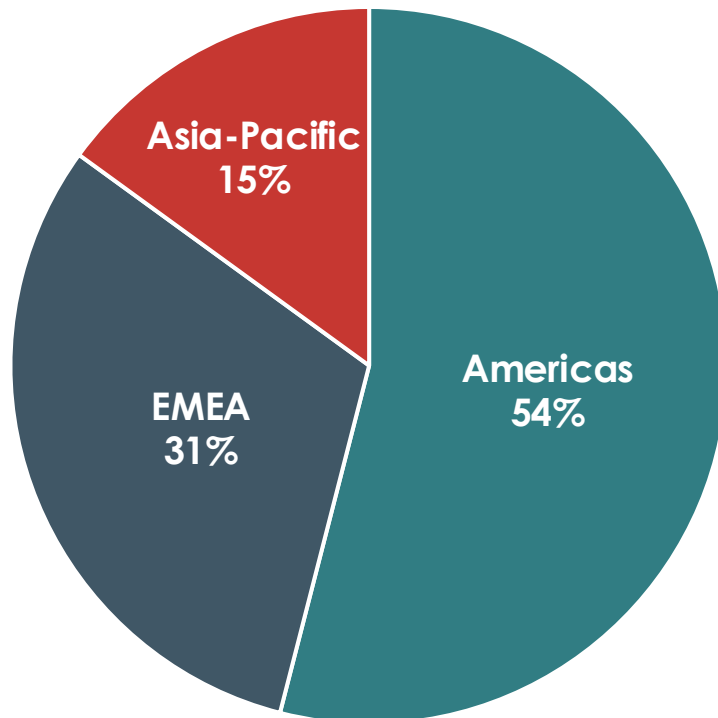
of respondents rate their organization's sales training and development as moderately, slightly, or not at all effective.

Why do most sales training programs fail to deliver results, and how can organizations create truly effective continuous learning environments?

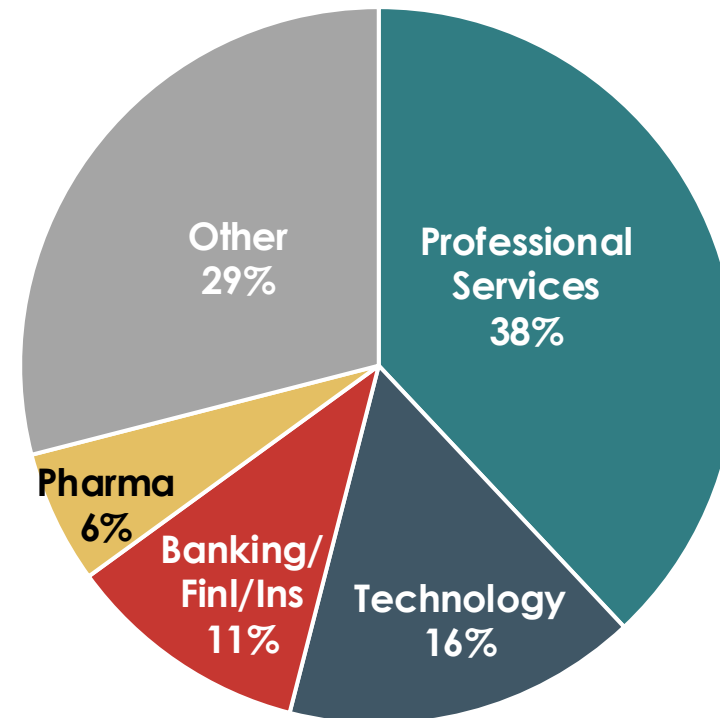
Research Background

To answer this question, we analyzed 242 survey responses from sales leaders, sellers, sales managers, sales enablement, and sales training professionals based on surveys distributed by RAIN Group and Allego, our partner in this research.

Regions



Industries



Continuous Learning in Sales: Executive Summary

This research explores the current state of sales training effectiveness and the significant benefits that highly effective training can bring. The characteristics and drivers of effective training provide a roadmap for improvement and emphasize the importance of a continuous learning culture. This summary sets the stage for a deeper dive into our research findings and actionable insights.



33%

of respondents
**rate their sales
training as extremely
or very effective.**



Highly effective sales training correlates with:

- Reduced turnover
(33.8% vs. 45.5% undesired turnover)
- Faster time to productivity
(4.9x more likely)
- Better prepared sales teams
(3.5x more likely)



The top 3 characteristics of highly effective sales training:

- ① Mentoring or coaching on a regular basis
- ② Continuous learning supported by leadership
- ③ Resources prepare sales managers to motivate and coach their teams

Continuous Learning in Sales: Executive Summary



There are 3 key drivers of effective sales training:

- ① Mentoring or coaching on a regular basis
- ② Assessments used to proactively identify skills to develop
- ③ Effective onboarding program



Highly effective sales training blends in-person and virtual training methods.

In-person, instructor-led:

93%

Virtual instructor-led:

66%

Virtual self-study:

50%



Continuous learning is associated with highly effective sales training.

- Strongly encouraged and supported by leadership
(2.2x more likely)
- Significantly more likely to embrace key elements of a continuous learning culture
(2.3x to 5x more likely)
- Significantly more likely to implement practical aspects of continuous learning
(2x to 3.3x more likely)

Research Objectives

When we undertook this research, we wanted to find out...

- What do organizations with highly effective sales training and development do differently?
- What elements are included in highly effective sales training?
- How is highly effective sales training delivered?
- What role does continuous learning play?

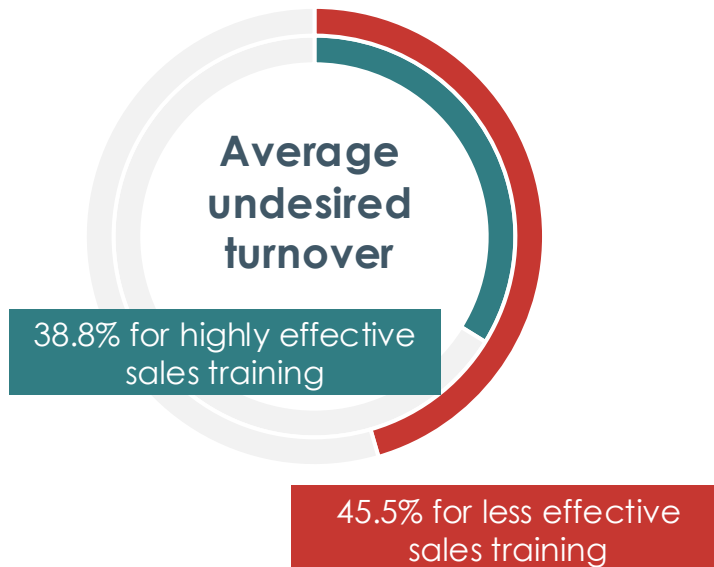


Effective Sales Training Impacts 3 Key Areas

The stakes are high when it comes to sales training effectiveness. There are three critical areas where those with highly effective training programs significantly outperform their less effective counterparts.



Reduced Turnover:



Faster Time to Productivity:

4.9x
more likely
to strongly agree their
**onboarding gets sellers
productive quickly**



Better Prepared Sales Teams:

3.5x
more likely
to strongly agree their
**training prepares sales
roles to succeed**

Q:

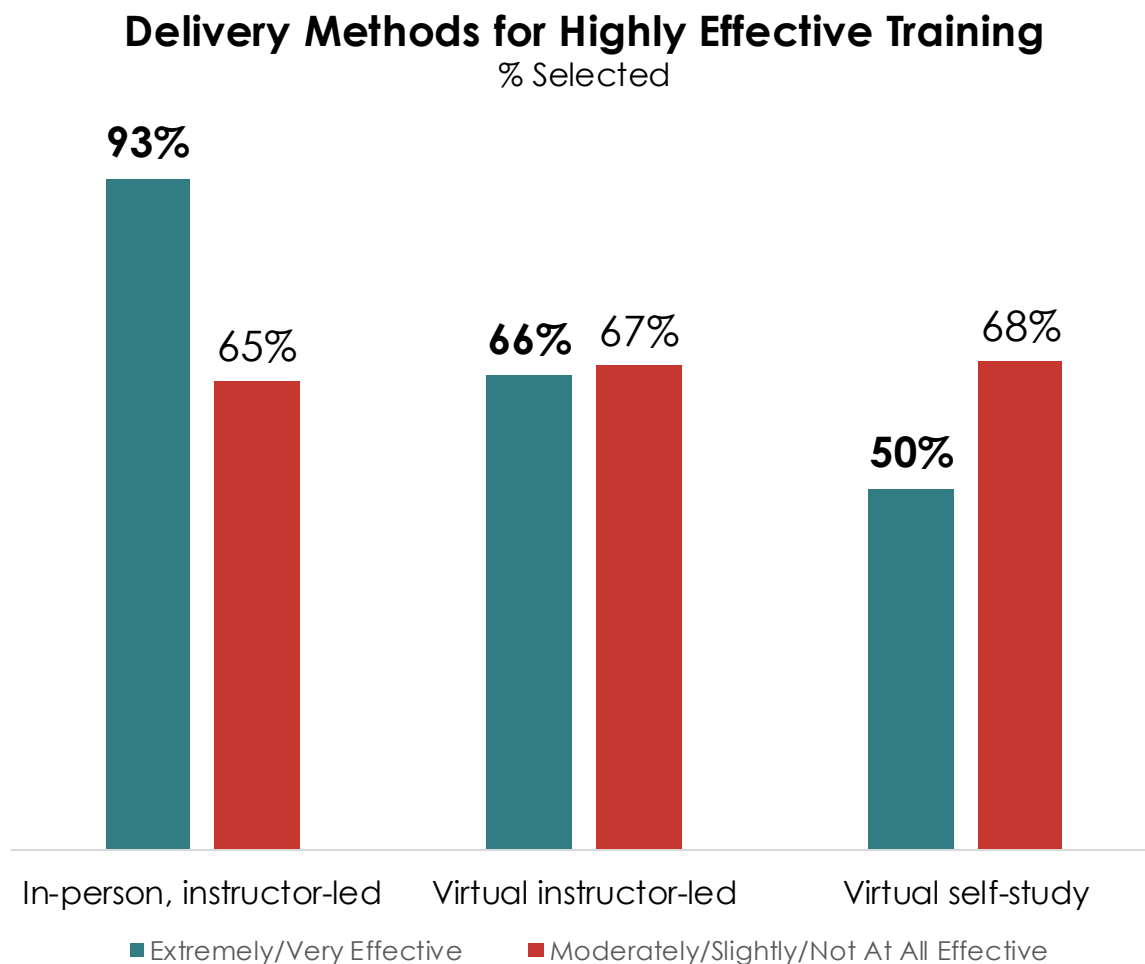
What do organizations with **highly effective sales training** do differently?

A:

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



Training Delivery Methods



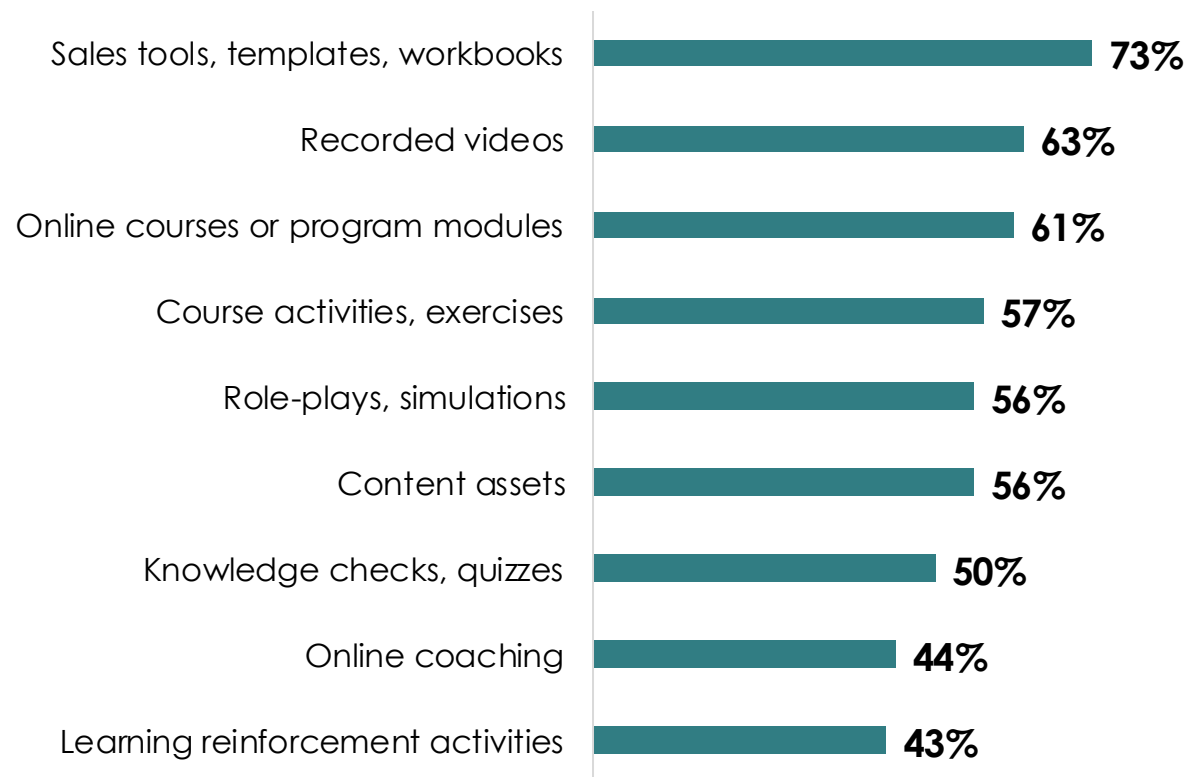
In-person training is significantly more common in highly effective training.

While virtual training is prevalent, in-person remains a hallmark of highly effective programs.

Online Learning Materials and Support

Online Learning Materials and Support in Highly Effective Sales Training

% Selected



While traditional tools remain important, digital tools play a critical role in highly effective training programs.

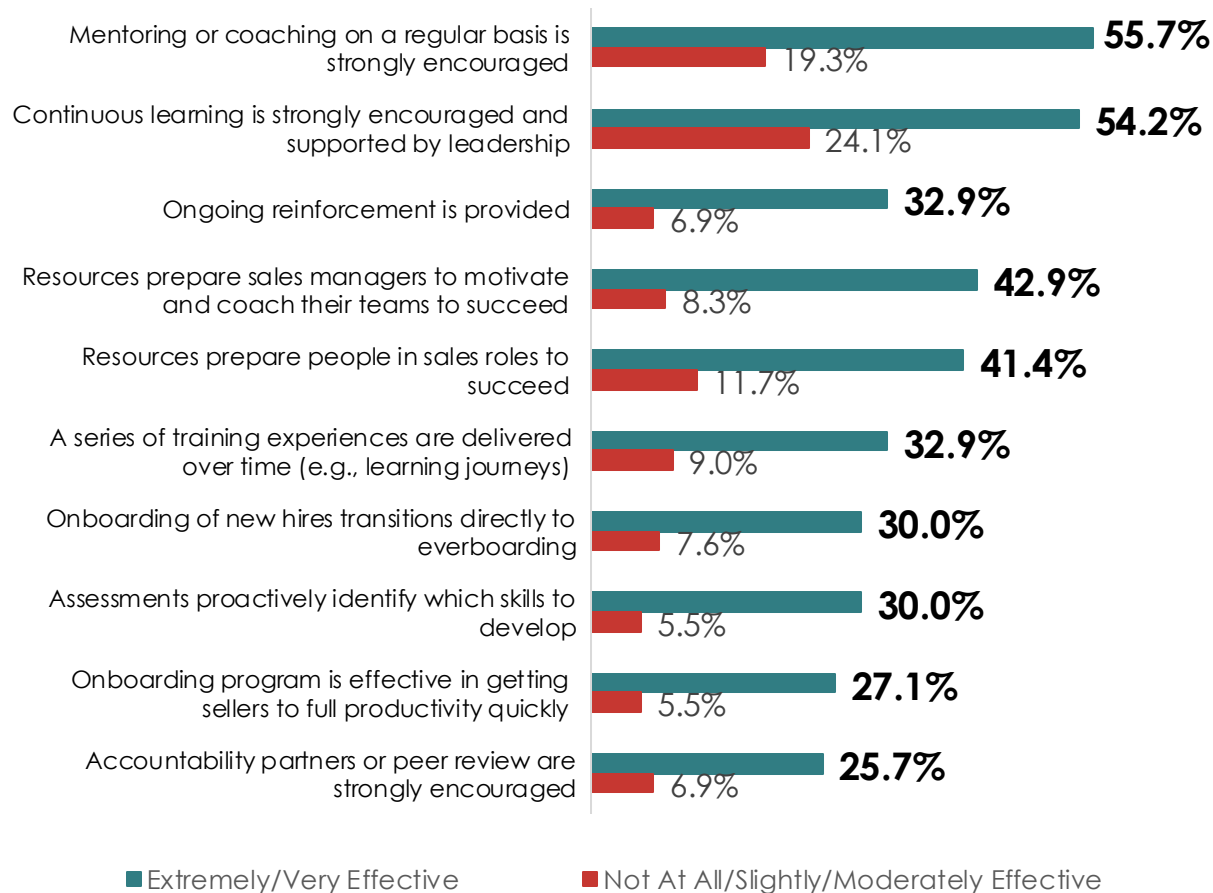
Organizations with highly effective sales training are more likely than the rest to provide:

- **Learning reinforcement activities:** 1.5x more likely
- **Online coaching:** 1.4x more likely
- **Role-playing and simulations:** 1.3x more likely

A Culture of Continuous Learning

Continuous Learning Culture

% Strongly Agree



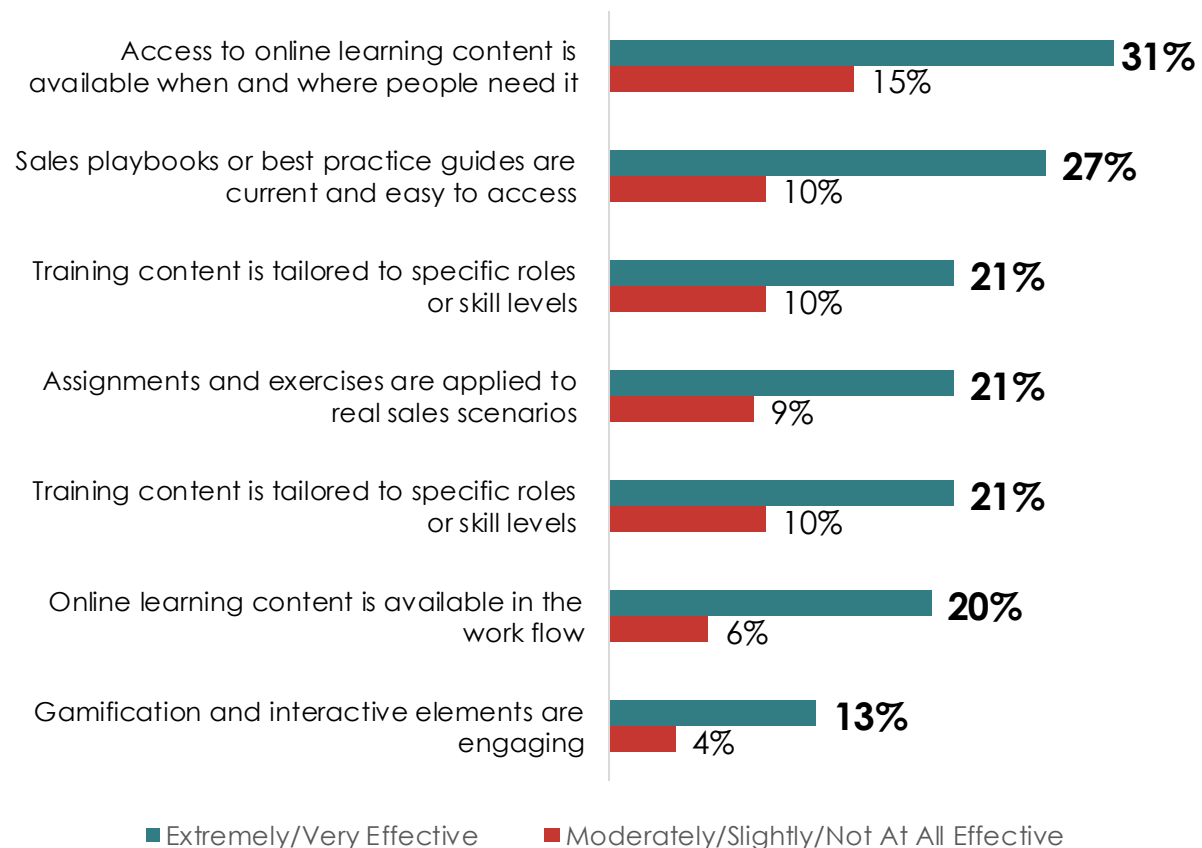
Effective sales training isn't a one-time event—it's an ongoing process.

Organizations with highly effective sales training are significantly more likely to embrace a culture of **continuous learning**.

Enabling Continuous Learning

Tactical Approach

% Strongly Agree

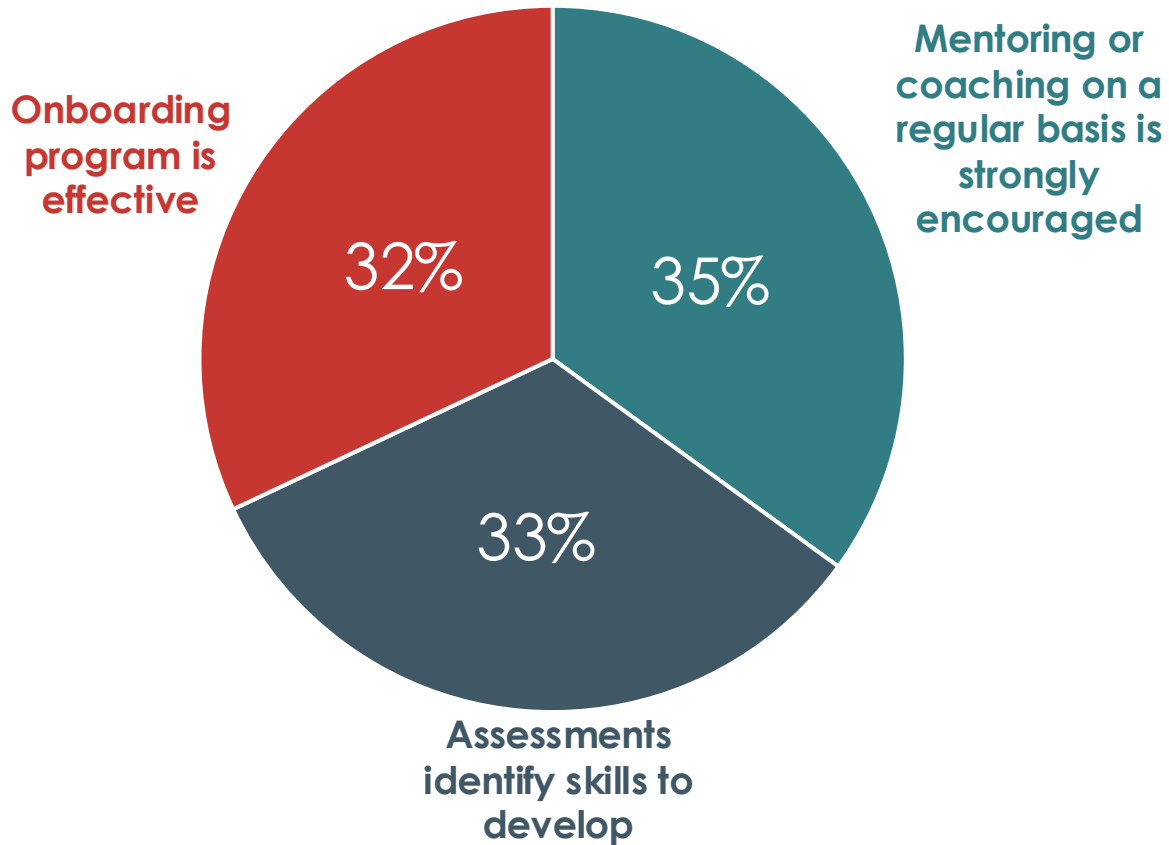


Organizations with **highly effective training** are significantly more likely to enable **continuous learning** through a variety of methods.

3 Predictive Factors of Effective Sales Training

3 Key Drivers of Effective Sales Training

% Relative Importance of Each Variable in the Model



A regression analysis of survey data identified 3 key drivers (or predictive factors) of effective sales training:*

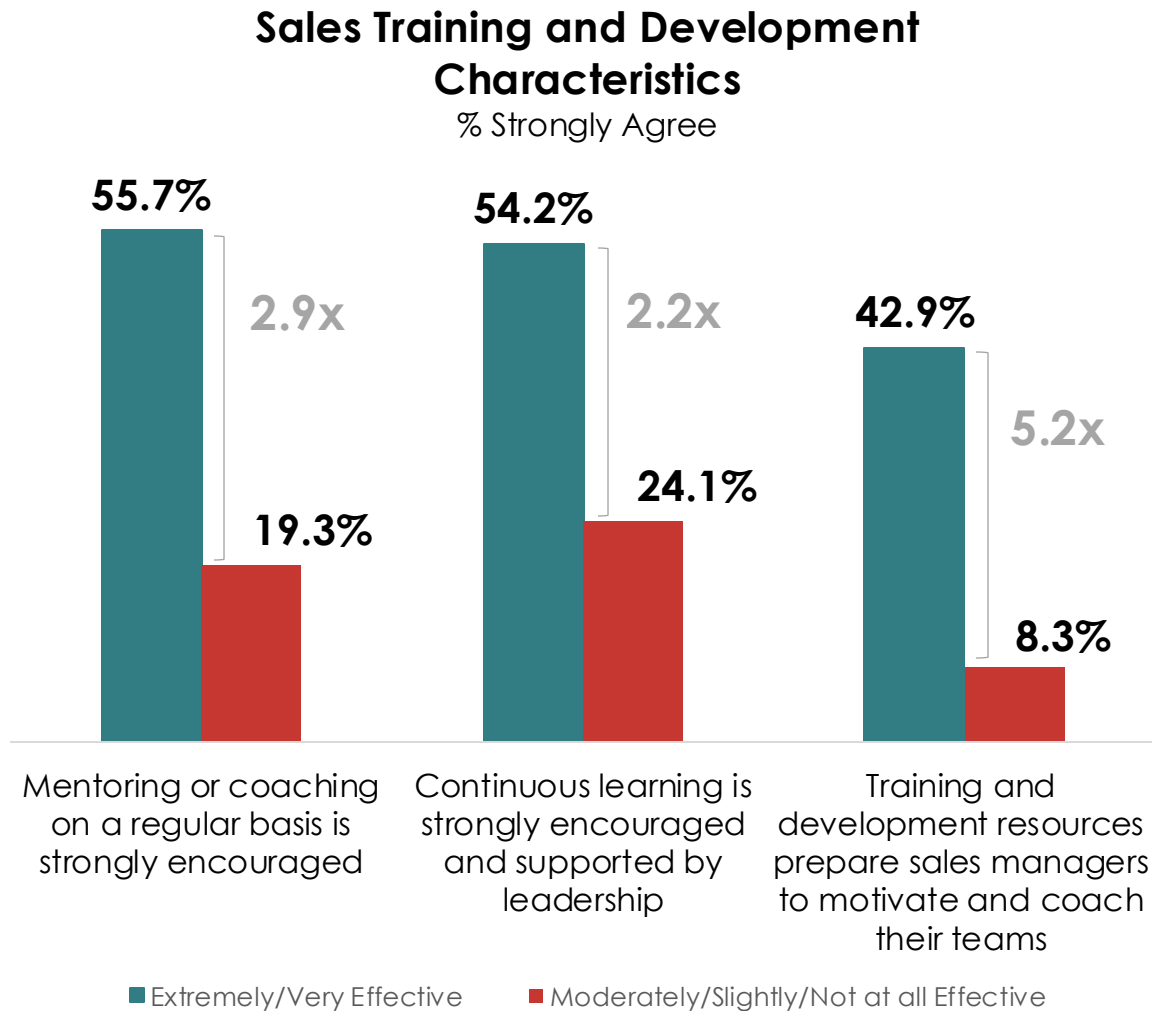
1. **Mentoring or coaching** on a regular basis is strongly encouraged
2. **Assessments** proactively identify which skills to develop
3. **Onboarding program** is effective in getting sellers to full productivity quickly

*The regression of training and development effectiveness with training and development factors yields 3 statistically significant explanatory variables with an adjusted R-squared of 27.1%. The Relative Importance Analysis tells us the relative importance of predictor variables (factors) on the outcome variable (effectiveness). In other words, the 3 factors above are key drivers (or predictive factors) of effective sales training and development.

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

What sets highly effective sales training apart?

Top 3 Characteristics of Highly Effective Sales Training



In organizations with highly effective sales training:

1. **Mentoring or coaching** on a regular basis is strongly encouraged
2. **Continuous learning** is strongly encouraged and supported by leadership
3. **Training and development resources** prepare sales managers to motivate and coach their teams

Top 4 Differences Separating Highly Effective Sales Training from the Rest



Assessments proactively identify which skills to develop

5.5x more likely



An **effective onboarding program** gets sellers to full productivity quickly

4.9x more likely



Training and development resources **prepare sales managers** to motivate and coach their teams to succeed

5.2x more likely



Ongoing reinforcement is provided to help people retain and apply new skills

4.8x more likely

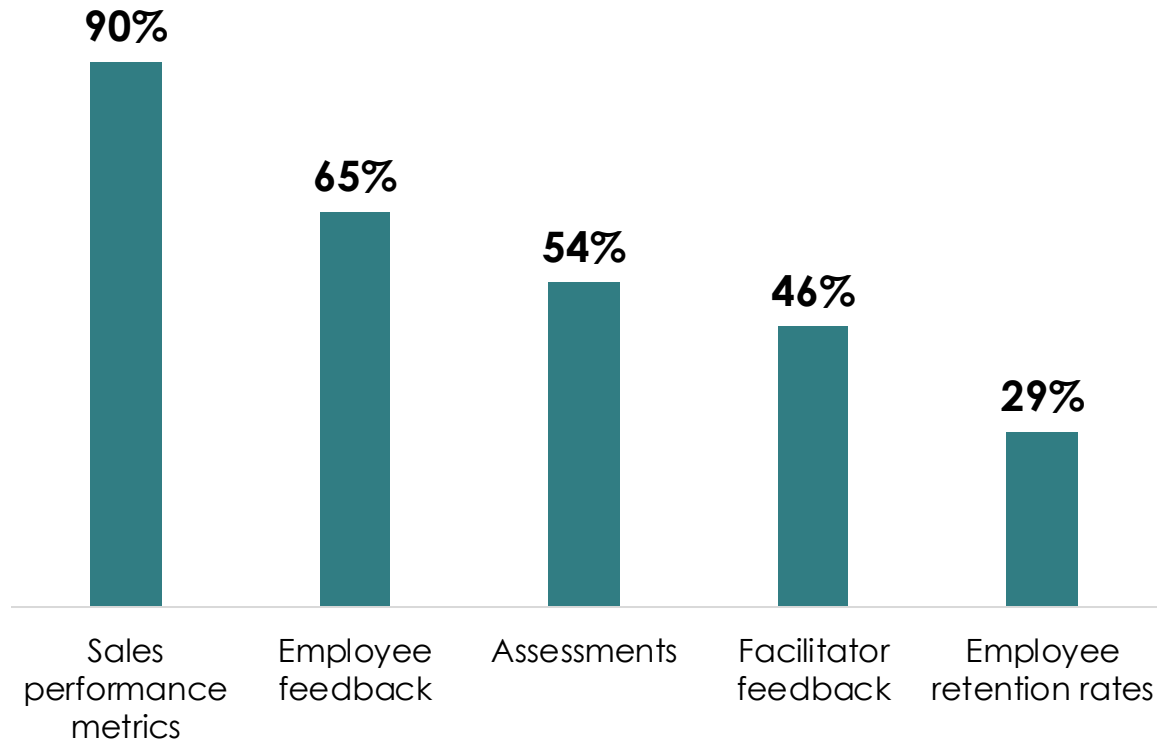
Bridging the Gap: From Onboarding to Everboarding

One of the most striking differences we found was in how organizations approach the transition from initial onboarding to ongoing development. Bridging this gap is a critical factor in sustaining learning momentum.



Measuring Training Effectiveness

Training Effectiveness Measures Used by Organizations with Highly Effective Sales Training
% Selected



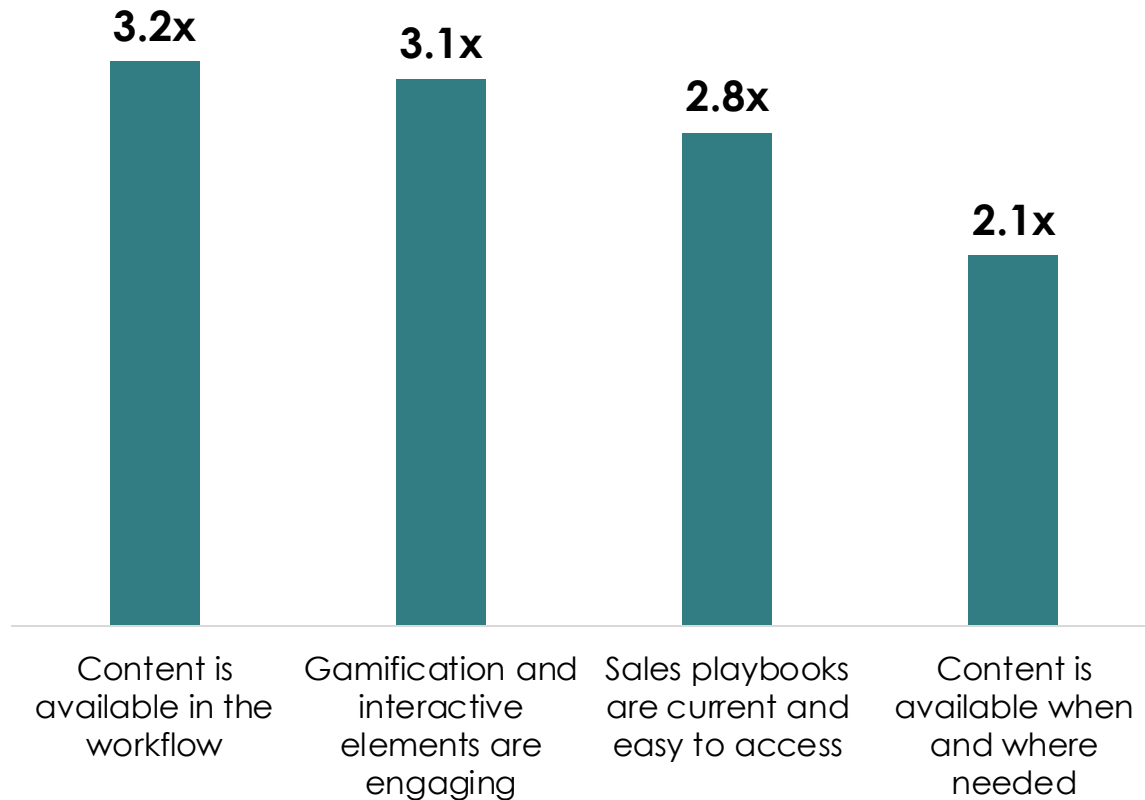
Organizations with highly effective training are significantly more likely to measure effectiveness by:

- **Facilitator feedback:** 2.4x
- **Employee retention rates:** 2x
- **Sales performance metrics:** 1.7x
- **Assessments:** 1.6x
- **Employee feedback:** 1.3x

The Role of Technology in Sales Training

Key Tech Features in Highly Effective Sales Training

Times More Likely than the Rest



In today's digital age, technology is an enabler of effective sales training. In fact,

63%

of organizations with **highly effective training** have invested in a **sales learning and enablement platform**.

TAKE ACTION

Elevate Your Approach to Sales Training and Development

Common Challenges in Implementing Sales Training

Our research revealed several key challenges organizations face when implementing sales training programs:

1. Time Constraints

- Busy schedules and heavy workloads limit training time
- Difficulty balancing training with daily sales activities

2. Organizational Issues

- Lack of alignment between departments
- Frequent changes in sales leadership

3. Accountability and Engagement

- Ensuring consistent follow-through post-training
- Motivating sales reps to take training seriously

4. Budget and Resources

- Limited funding for comprehensive training programs
- Lack of dedicated training staff or materials

5. Customization and Relevance

- Difficulty tailoring content to diverse sales roles
- Ensuring training applies to real-world scenarios

6. Measuring Effectiveness

- Challenges in quantifying training ROI
- Linking training directly to performance improvements

Create an Effective Continuous Learning Environment

Use the strategies below to overcome common challenges and significantly improve your sales training effectiveness, contributing to reduced turnover, faster time to productivity, and better-prepared sales teams.

- 1. Blend delivery methods:** In-person, instructor-led training remains crucial, but should be complemented by virtual and self-study options.
- 2. Prioritize regular coaching and mentoring:** These are cornerstones of effective sales training and development.
- 3. Foster a continuous learning culture:** Leadership support is critical in encouraging ongoing skill development.
- 4. Implement robust measurement practices:** Regular assessments and performance metrics drive continuous improvement.
- 5. Leverage technology strategically:** Use learning platforms and tools to reinforce training and enable just-in-time learning.
- 6. Bridge onboarding to continuous development:** Ensure a seamless transition from initial training to ongoing learning.
- 7. Customize and contextualize:** Tailor training content to specific roles and apply it to real sales scenarios.
- 8. Address common challenges proactively:** Anticipate and plan for issues like time constraints and engagement.

Your Blueprint for Effective Sales Training



Research Authors



RAIN Group is an award-winning leader in sales transformation, with over 20 years of researching and enabling top sales performance. RAIN Group's modular, multi-modal approach to sales training provides flexible and customizable solutions for complex global teams. Trusted by leading companies, RAIN Group partners with clients to ensure learning is adopted, creates lasting behavior change, and drives measurable results. Learn more at raingroup.com.



Allego is the leader in modern revenue enablement technology. Allego's all-in-one enablement suite helps ready more confident sales teams, curate impactful content, and engage buyers more effectively. Allego is the trusted choice for nearly 1 million users—providing up to 50% lower software costs, 50% shorter sales cycles, and 45% higher win rates, propelling revenue growth. Learn more at allego.com.



A full suite of sales learning—from onboarding to everboarding.

- **Complete Sales Method:** Cover all aspects of sales skills, productivity, sales coaching, and more.
- **World-Class Education System:** Deliver training that's proven to work, stick, and transfer to the job.
- **Support:** The RAIN Group Client Engagement team guides you through a successful training launch.
- **Services:** Professional services to support rollout, including facilitation, coaching, and certification.
- **Scalable:** Deliver as much or little as you like: small groups to large roll outs as and when you need.
- **Flexible:** Access and deliver content across a variety of modalities seamlessly.
- **Impact:** Implement a common sales and management method efficiently that drives results.
- **Value:** Build capability with the maximum amount of people in your organization.

Low Per-Person Subscription

Develop **Top Performers.**
Drive Business **Results.**

RAIN Group Total Access[®] by the Numbers



86 Learning Modules

Each module covers a distinct sales skill and includes pre-work and application.



12 Pre-Built Learning Programs

Use proven pre-built programs or design your own curriculum.



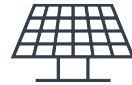
4 Learning Modalities

Available via instructor-led training (ILT), virtual ILT, self-study, and hybrid.



383 Videos

Studio produced micro-learning videos (22 feature length films of content).



11 Core Sales Planning Tools

Participants apply learning and thoroughly prepare for real sales situations.



85 Manager Coaching Guides

Complete manager coaching guide for every module.



169 Knowledge Checks & RAIN Mail Streams

Test retention with quizzes and scenario-based reinforcement for each module.



Client Playbook & Engagement Team

Get a dedicated client team plus a training administration playbook.



96 Facilitator Walkthrough Videos & Train-the-Trainer Certification

Certify your facilitators and get on-demand walk throughs of every module.