

Mind the Gap: How to Address Sales Skills Gaps with High-Impact Sales Training



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What do you want to accomplish?



-  Provide sales skills training
-  Establish continuous learning paths
-  Onboard new sellers more effectively
-  Implement a sales process/methodology
-  Prove ROI of learning investments



Training **vs** Development



Product Training
equips sellers with the
product knowledge
they need



Sales Skills Training
develops the skillsets of
your sales team so they
can handle a variety of
selling situations



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Fundamental Selling Skills

UNDERSTAND

70%

PERSUADE

30%

I

INVESTIGATE

- Positioning
- Prospecting
- Pre-Call Planning

M

MEET

- Build trust as a strategic advisor
- Create positive impression

P

PROBE

- Ask questions to determine needs and wants

A

APPLY

- Build Value Formula
- Connect recommendation to the wants

C

CONVINCE

- Justify price
- Prove claims

T

TIE IT UP

- Ask for business
- Determine next steps



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Diagnose Selling Skill Gaps

Uncover each seller's natural strengths and gaps in their selling skills.



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Where Most Sales Teams Struggle



Average IMPACT SSI Primary Effectiveness on 100-Point Scale
N = 18,814 sellers



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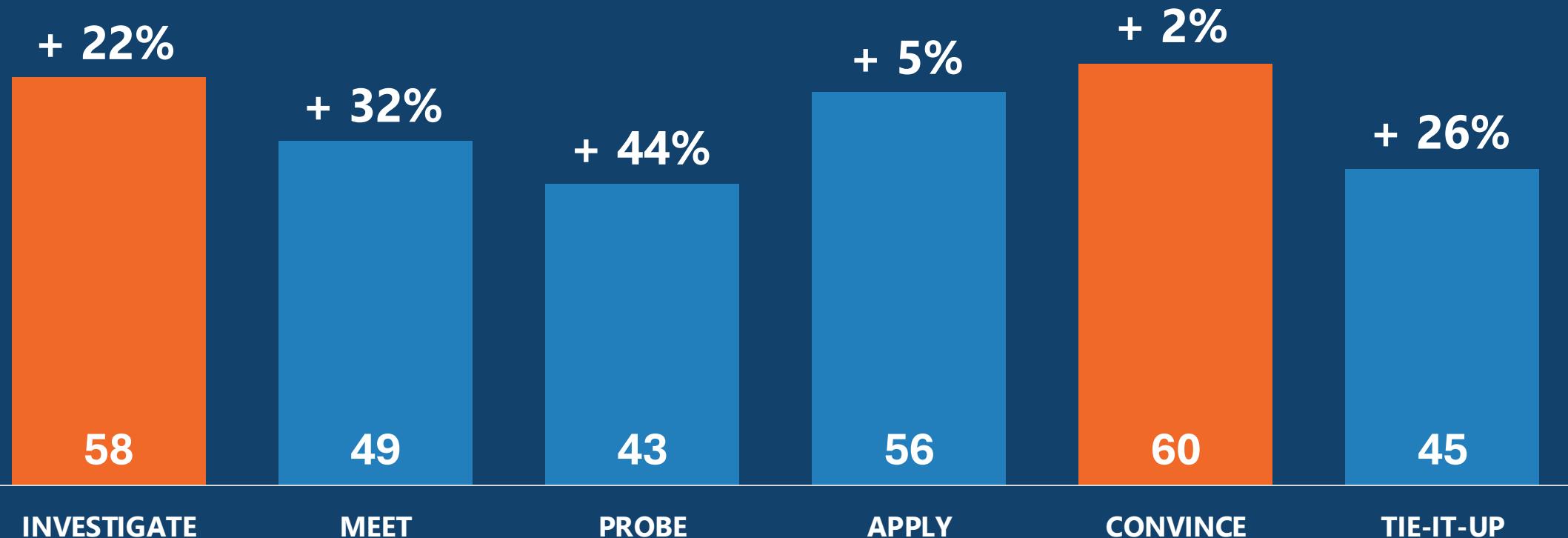


Measuring Pre- and Post- Training Sales Skill Proficiency

Name	Before						After					
	Investigate	Meet	Probe	Apply	Convince	Tie-It-Up	Investigate	Meet	Probe	Apply	Convince	Tie-It-Up
Brenda	71	29	43	71	71	71	57	57	43	71	86	29
Brian	43	43	43	57	71	57	57	43	43	71	57	71
Catherine	71	57	71	71	57	43	71	43	71	57	43	71
Chris	71	14	29	43	57	43	71	43	71	29	14	43
Dave	71	57	71	43	57	43	71	86	57	71	43	43
Frank	57	43	43	71	43	29	71	71	57	43	57	29
Greg	57	71	43	29	57	43	86	57	57	29	86	71
Jeffrey	29	57	29	57	86	43	71	43	57	57	71	57
Marcus	57	43	43	71	57	14	57	43	14	86	57	43
Meghan	43	29	29	57	14	43	57	57	43	43	43	14
Peter	57	71	43	29	57	43	43	43	71	57	71	86
Phil	71	29	43	71	57	57	43	14	57	57	29	29
Richard	71	57	57	71	71	57	57	71	29	71	29	57
Ryan	43	71	14	43	43	43	57	71	71	57	57	29
Sarah	71	57	71	71	86	29	71	86	57	43	57	57
Seth	29	57	43	43	29	57	71	57	14	29	29	57
Tracy	29	57	14	57	57	29	57	71	29	71	57	57
Thomas	57	57	43	43	86	86	71	57	57	57	71	57
Wyatt	100	29	43	71	86	29	43	71	71	71	71	43



Success Story: Targeting Training Toward Skill Gaps



13% Increase in Sales Acumen



Below Population Average



Above Population Average



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Understand Behavior Styles

Understand how a seller naturally approaches their role.

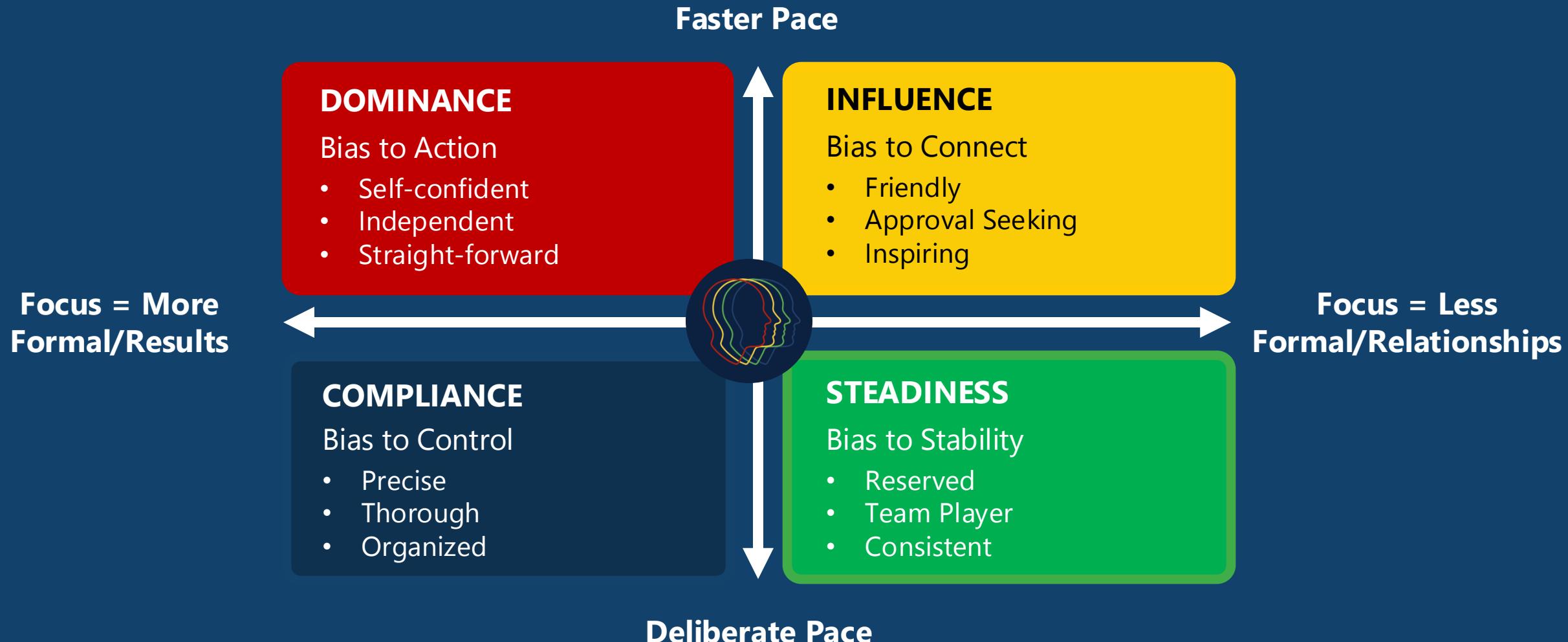


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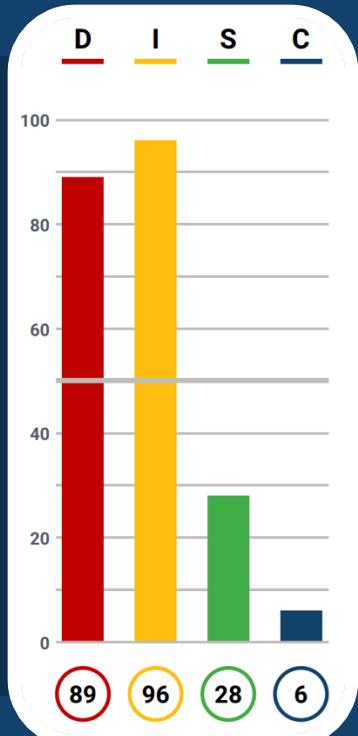
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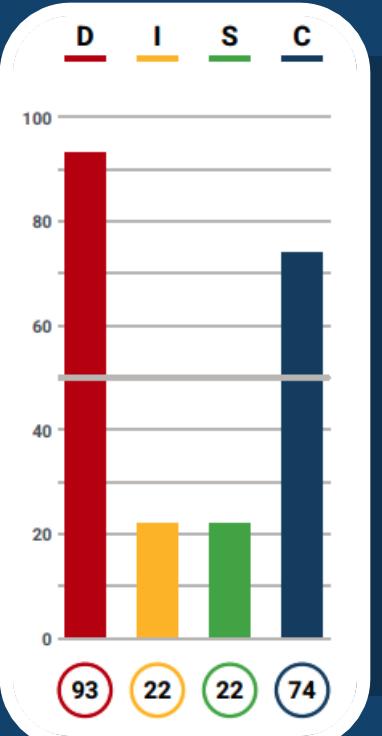
How Does Your Team Sell?



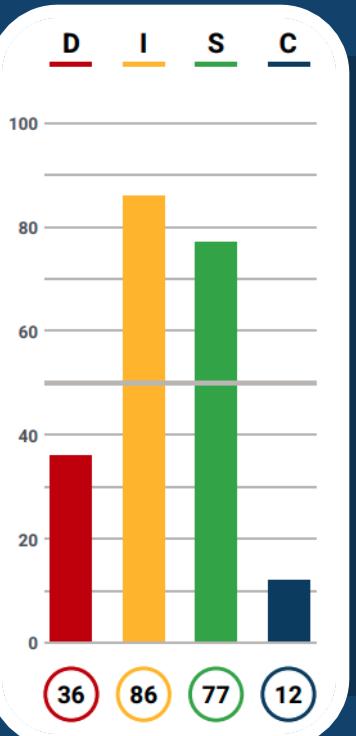
How Behavior Styles Manifest in Sales Roles



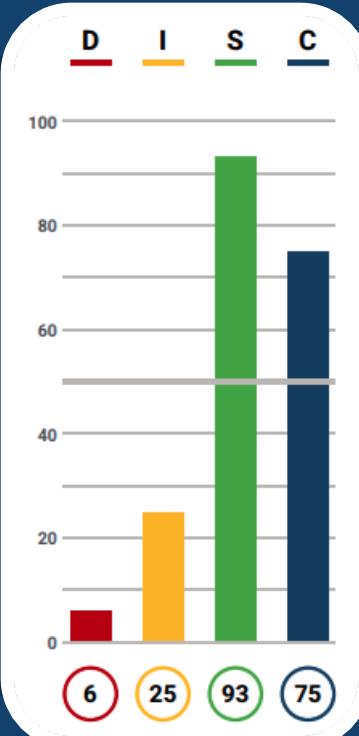
**Friendly
Hunter**



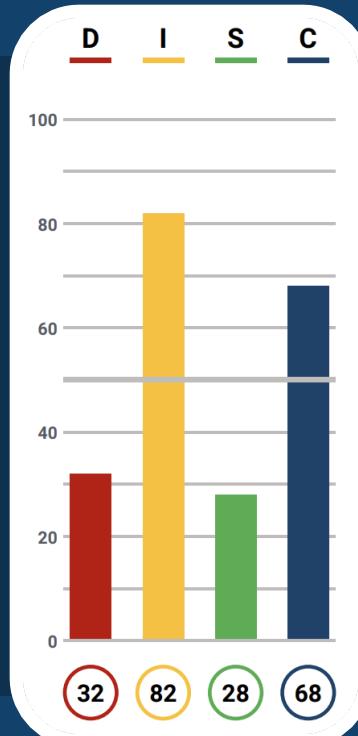
**Technical
Hunter**



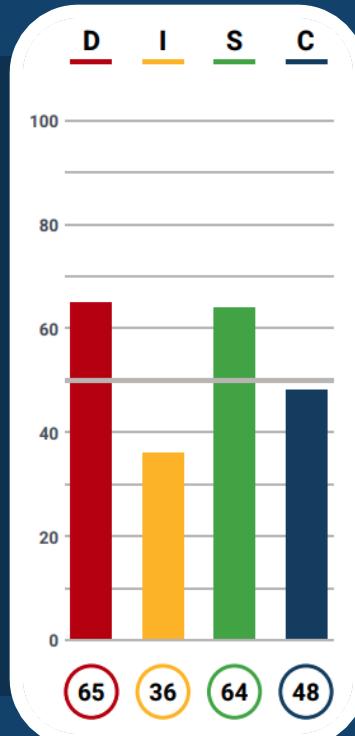
**Friendly
Farmer**



**Account
Manager**



**Friendly
Analyst**



**Quiet
Intensity**



Measuring Targeted Outcomes

Approximately one-year post-training, organizations have experienced:



52x
Return On Investment

**average return per participant*

Driving Sales Performance Improvement

Participants who reported improvements, attribute the following changes to training:



15%

Increase in
Average Sale
Amount

Estimate increasing average sales by 33% and attribute 44% of the change to training.



22%

Increase in
Conversion
Rate

Estimate increasing conversion by 42% and attribute 52% of the change to training.



12%

Decrease in
Sales Cycle
Length

Estimate decreasing sales cycle length by 27% and attribute 43% of the change to training.



Resources



Assessments



IMPACT sales training



 SCAN ME



 SCAN ME



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Q&A

Have questions?



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