



Sales Training Buyer's Guide

Evaluate Sales
Training Providers and
Find the Best Fit



THE BROOKS GROUP



Selling is complicated. Sales training doesn't have to be.

The best sales training unlocks the full potential of your sales team. Effective training equips your sales professionals with selling skills and strategies to engage buyers, build trust, and increase win rates.

Choosing the right sales training provider is one of the most important steps you can take in the pursuit of top-line revenue growth, because sales revenue drives the success of your organization. The best sales training initiative—from initial discovery work to design to delivery to reinforcement—will have a measurable, long-term impact on your entire sales team.

Evaluating sales training programs can also be daunting if you haven't done it before. After all, sales training is not something you can see or touch. You're buying a professional service, an experience, information, and an outcome.

Successful sales training equips your organization to:

- Elevate sales performance
- Increase win rates
- Develop a healthy sales funnel
- Build stronger customer relationships
- Improve sales pipeline predictability
- Enhance sales efficiency



The challenge is identifying the right training provider for your organization.



7 Questions to Ask a Potential Sales Training Provider

Choosing a **sales training company** doesn't have to be complicated. If you're investing resources in a sales training initiative, give the project the best chance of success by selecting a provider that's the right fit for your organization.

Equipping your sales team with stronger selling skills to help them generate more revenue is the goal of any sales training initiative. In over 45 years of sales training, we've seen how over-complicating a sales training initiative virtually guarantees sales professionals won't use the process in their daily selling activities.

You need a **straightforward sales process** your sales team will want to use every day.

To help you choose the right provider, we've developed this list of seven questions you can use to evaluate sales training organizations and consultants.



Use this buyer's guide to evaluate sales training providers and find the best fit for your goals.

1. "How will you learn about our business, assess our strengths, and uncover opportunities for improvement?"

Like any sales engagement, effective training starts with discovery. A pre-program evaluation process is critical to a successful initiative. This process should include assessing the overall state of your sales organization, unique challenges to your industry and market, and proficiency at an individual and team level. Don't overlook this critical fact-finding phase in the rush to deliver a training program.

Identify a provider willing to have facilitators spend time with team members to learn what happens in the field with both prospects and customers. Find out how they will determine the proficiency of your team, assess strengths and development areas, benchmark roles, and evaluate sales team structure.



Top-tier training companies use **assessments** as powerful resources in the evaluation stage and during program delivery. Sales skills assessments help you see the core personality drivers, selling styles, and success factors of new hires, current sales professionals, and entire teams.

Try to identify a sales training provider that offers individual and team assessments as a component of the initiative. Your training program should be tailored to your specific needs based on assessment results and findings.

2. “How can I make sure your sales process makes sense for our selling environment?”

It may be tempting to train your team to use a sales process as complex as your market. But introducing over-complicated steps and tools will impede your team's efforts. If your team can't remember the process, let alone use it, chances are that it's not going to get traction.

In its simplest form, a sales process is a repeatable set of steps sales professionals use to guide prospects through each stage of the buyer journey, from initial contact to closing the deal. Because a sales process defines tactics at each stage, adherence helps in the development and retention of selling skills and improves sales effectiveness.

Find out what type of sales process is included in the sales training under consideration. It must be straightforward and repeatable. Ask for data to show if the sales process is proven and whether it can be adapted to match the realities of your selling environment.



The most effective sales training programs start with discovery and consultation.

3. “How do you ensure our sales professionals adopt the training and keep them from reverting to their old habits?”

Implementing a new **sales training program** can be a challenge. It's imperative that the sales process isn't perceived as a compulsory corporate policy, but as skills and strategies that will give each member of your team a greater chance of success.

Conscientious sales training providers incorporate change management principles at the core of their offerings to support sales leadership and reinforce new behaviors. They will work with you to ensure executive buy-in, develop messaging, and coach sales leaders to make sure your team knows the benefits of training in the short and long term.



The best sales training supports sales leadership with strategies and tools to get sales team buy-in from the outset.

Sales training must strengthen sales professionals' skills, reinforce sales training concepts, and improve performance. Ask for the specific steps a training provider will take to ensure engagement, adoption, and reinforcement.

4. “How will you customize training content for our company and industry?”

In the world of sales training, there is content customization and then there is tailoring. It's important to be able to differentiate between the two. Tailoring is the practice of changing a few words in the sales training curriculum, putting your logo on the program workbooks, and calling it a customized sales training program.

True customization involves incorporating information learned about your company, **your industry**, and your sales organization during the pre-program evaluation into program materials, including:

- Industry and market terminology
- Real-life scenarios and exercises
- Personal assessment results
- Company culture and values
- Sales leader input
- Sales manager insights
- Sales professional observations
- Desired learning outcomes

Integrating information that's unique to your organization makes the classroom experience seamless and relevant to your team's real-world selling environment.



5. “What’s the recommended training delivery for our sales team—in person or virtual?”

Find out whether the provider under consideration prefers virtual or in-person training. The best practice is to bring your sales team together—away from day-to-day distractions—to actively engage with sales training subject-matter experts.

In our experience, the value of live, face-to-face classroom training is undeniable. This method is guaranteed to give you the best return on your training investment.

While not ideal, there are other viable alternatives to in-person training. Should you decide that online or distance learning is the best option for your sales team, ask the provider to discuss the difference between learner-led (self-paced) and instructor-led (guided) virtual training.

Self-Paced Virtual Sales Training

Learner-led virtual training means giving sales professionals access to an online learning portal and exercises. Participants complete training at their own pace.

With this type of training, the content must be highly engaging and motivating. Otherwise, you risk the chance sales professionals won’t complete it. Be sure your training provider offers online sales training that follows best practices in the eLearning industry.

Guided Virtual Sales Training

Instructor-led virtual training is a more robust substitute for in-person classroom training. This involves passive learning and application by participants and may incorporate regular group access to the trainer/coach via the internet or teleconference.

If you pursue this type of training, ask your provider if training participants will be coached on their real-world application of the skills and strategies covered in the course. Find out also if instructors provide any real-time coaching to ensure participants have the support they need to apply and reinforce new skills.



The best sales training providers connect sales skills proficiency and revenue to maximize training ROI.



6. “How will you make sure the new sales process becomes a long-lasting part of our sales motion?”

Find out how your provider incorporates reinforcement into its training program. Reinforcing new skills is of equal—if not greater—value than the initial classroom learning experience.

Reinforcement ensures knowledge retention, helps participants own and apply the sales process, and builds competence to improve sales results.

Look for eLearning reinforcement platforms that provide:

- Individualized sales learning paths
- Micro-content, practice exercises, discussion prompts
- Interactive modules
- Real-world application and simulations
- Video coaching and access to live coaches
- Flash drills and quizzes
- Participant heatmaps and manager dashboards
- Mobile and desktop access

Make sure that any training reinforcement incorporates these elements to ensure your sales team is engaged in the process, the training initiative is sustainable, and the concepts you want your sales professionals to use become ingrained across the sales organization.

7. “How will you prove the ROI of my investment in sales training?”

A sales training initiative can be one of the most impactful things you can do to improve your organization's success. The best sales training programs deliver new selling skills and enable sales professionals to use what they've learned in the classroom to increase revenue.

To ensure the training is successful and to maximize ROI, it's important to measure and track success at various intervals along the way. Evaluation is the final step in the training process, when you can assess the effectiveness of the program and measure its impact on sales performance.

ROI can measure various success markers, including additional sales attributed to training, increase in sales volume, change in average sale amount, performance-to-to-quota ratio, and length of sales cycle.

It's essential to compare pre-training and post-training metrics to determine the program's success and identify areas for further improvement. Ask your training provider how they measure the impact of their programs on your bottom line.

Fundamentals of IMPACT Selling® – Key Concepts

- IMPACT is a selling process with 3 key rules
- Uncovering customer needs and wants is crucial
- Keys to success are trust and value
- Focus is on consultative selling

that, when practiced

Take Sales Skills to the Next Level

Choosing the right sales training provider for your organization depends on your industry dynamics, management objectives, organizational culture, and sales team capabilities.

If you're investing in a sales training initiative, give your project the best chance of success by selecting a provider that's the right fit for your organization. Ask these seven questions to find a provider that will deliver the sales skills, strategies, and process to drive revenue.

- 1 "How will you learn about our business, assess our strengths, and uncover opportunities for improvement?"
- 2 "How can I make sure your sales process makes sense for our selling environment?"
- 3 "How do you ensure our sales professionals adopt the training and keep them from reverting to their old habits?"
- 4 "How will you customize training content for our company and industry?"
- 5 "What's the recommended training delivery for our sales team—in person or virtual?"
- 6 "How will you make sure the new sales process becomes a long-lasting part of our sales motion?"
- 7 "How will you prove the ROI of my investment in sales training?"



Unlock Sales Potential with The Brooks Group

The Brooks Group understands your sales organization is unique and that your sales training strategy should be, as well. We partner with you to understand where you are today—and where you want to be in the future—to develop a path to sustained high sales excellence.

Our **IMPACT Selling® sales training program** teaches a six-step consultative sales process that improves prospecting, discovery, questioning, objection handling, negotiation, and closing. This program delivers a straightforward, repeatable methodology to improve performance and increase revenue.

Discover how the IMPACT Selling® sales training program empowers sales professionals and teams with the confidence and skills to generate breakthrough results.

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About The Brooks Group

Unlocking sales team potential for over 45 years. The Brooks Group is the leading sales training and development company empowering sales teams to generate breakthrough results. Notable clients include Airbus, Avita Medical, Bobcat, Hitachi Energy, Mack Trucks and Volvo Trucks, SANY Americas, Texas Instruments, and the United States Air Force.

To learn more about our suite of ROI-driven sales training and development programs, industry-leading reinforcement tools, and best-in-class assessments, visit www.brooksgroup.com.

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