

WHY PARTNER?

Working with external vendors can add instant credibility, gain faster buy-in, and make enablement the hero (instead of getting complaints from sales!)

The right partner will **save you time** and bolster your current efforts with best-in-class curriculum, facilitators, and great tools for managers to support skills.

WHEN?

The time to train is NOW if:

1. You haven't done sales training in over a year
2. There's been no training since new hire
3. You've had a GTM or product shift
4. Your team has shrunk but goals haven't
5. You're growing
6. Sellers are new to selling virtually

BUDGET:

2-5% of employee salary

Average spend across all industries and jobs is \$50 per \$1,000 of salary

\$50K employee = \$2500

Budget more for sales training

Spend roughly \$60 per \$1,000 of salary

\$75K employee = \$4500

Budget for managers too!

They're the key to results, retention, & culture!

\$100K employee = \$4,000-\$6,000/year

IMPORTANCE:

- **Only 50%** of Reps feel they get the training they need to be successful (*AAISP*)
- **Gen Z + Millennials** list training & development as the **#1** factor when job searching (*multiple sources*)
- Employees are **12X** more likely to **leave** if they feel they can't develop in the company (*IBM*)
- It costs **MORE** to replace them – and losing top performers costs the most!

HOW MUCH?

Best practice is to provide self-serve or asynchronous learning on-demand + at least one live training per month. The average company provides 4 hours of training per month, or 45.5 hours a year.

PARTNER CHECKLIST:

- Target mid-sized partners – Social stars lack structure & big curriculum houses don't customize
- Investigate customization – The more it can be tailored to you, the better buy-in and application
- Inspect curriculum – One-way videos don't stick. Interactivity = retention
- Scrutinize focus – Some specialize in face-to-face, others virtual. How about industry? Role?
- Look for results – Are case studies present and aligned to your type of seller/situation?
- Explore implementation – Who rolls it out & how? Is there buy-in upfront & accountability after?
- Examine follow-up resources – More than a video, seek coaching tools, contests, cheat sheets...
- Analyze facilitators – Have they sold before? Can they spot-coach?
- Seek reality – Will they incorporate recorded calls, real scenarios, even live calling & coaching?
- Demand manager involvement – Programs live and die by sales manager buy-in & involvement
- Prioritize ongoing – One and done workshops don't get sustained results

JUSTIFICATION:

- Companies who invest a minimum of just \$1,500/employee will see **24% higher profits** (*CSO Insights*)
- Companies who prioritize training report nearly **double the profit**. (*HR Magazine*)
- Companies who train managers see, on average, a **63% improvement** across their teams (*CSO Insights*)
- Great onboarding programs **cut time to quota in HALF** for new hires (*Training Magazine*)

We often see results like **double the selling time, 30+ point increases in conversion rates** and **25% increases in deal size!** These hardline sales results pay for training almost immediately.

Try an ROI model with a conservative 15% lift in key metrics over a six months (aim lower for 1-day events or one-way training). Expect faster results with in-person workshops and longer-term lifts with longer partnerships (1-2 years). If you can't show at least 5% uplift, it's likely not worth it.



WANT MORE?

Watch **"10 Must-Haves for Your Sales Team Development & Training Plan"** to learn the critical skills you need, partnering with a training organization, how to get buy-in, tips to measure ROI, and more! **WATCH HERE:** <https://factor8.com/sales-enablement-strategy-workshop/>

Book a no-obligation (NO-PRESSURE) chat with us to learn best practices and ask questions:
[CLICK HERE TO SCHEDULE](#)