

# Sales Training, Coaching, & Development

The current reality of sales training and where teams need more support to succeed.

## TOP TAKEAWAYS

79%

of reps want more training, coaching, tools, or career development



Only 4% of reps say their company's sales training is best-in-class



More than half of managers say their reps struggle most with prospecting

40%

of managers coach fewer than 3 hours a week, and 10% say they don't coach at all

52%

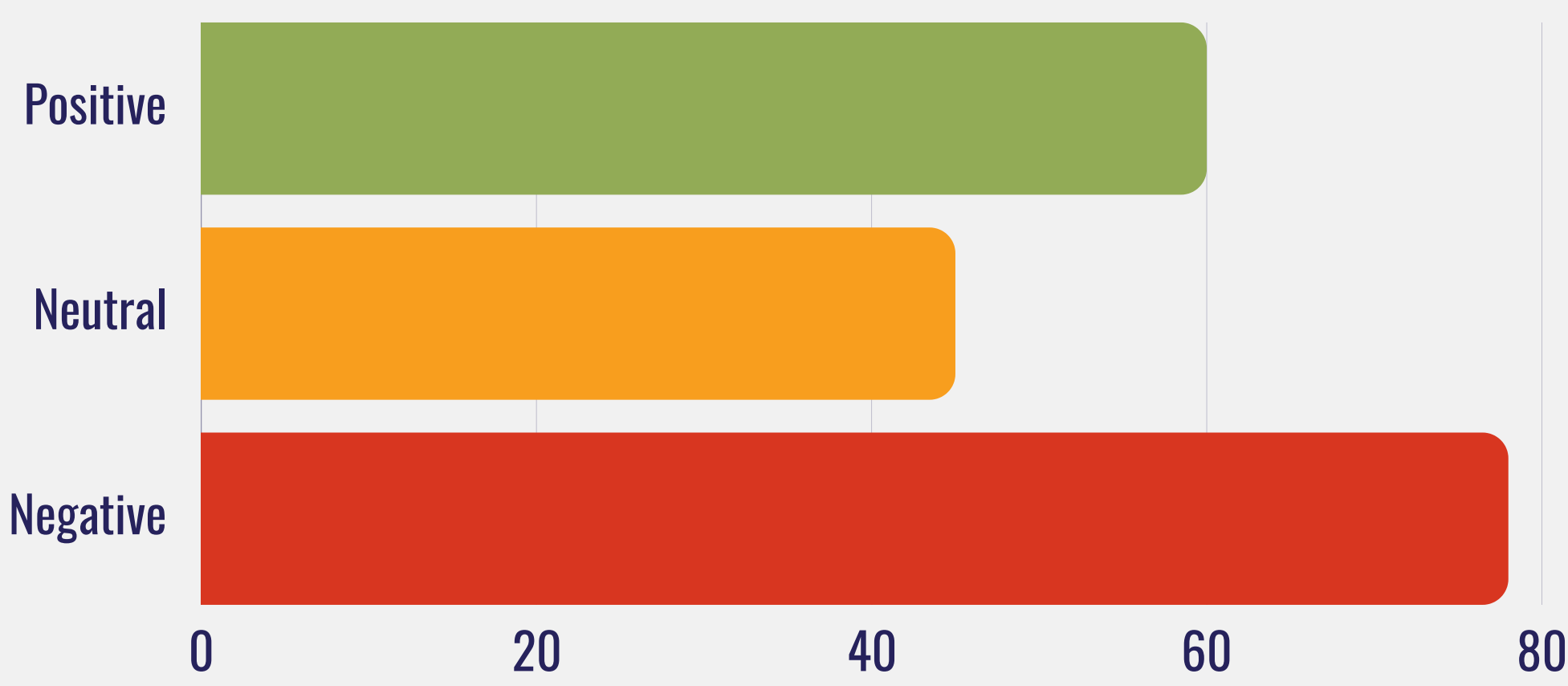
of leaders want managers coaching more often and holding reps accountable



Only 39% of leaders say their company offers both rep and manager training

## The Training Confidence Gap

HOW CONFIDENT ARE YOU IN YOUR COMPANY'S SALES TRAINING?



Leaders are the least confident in the current training plan at their company

## The Manager Coaching Gap

WHAT LEADERS WANT MANAGERS TO DO:



COACH REPS MORE OFTEN

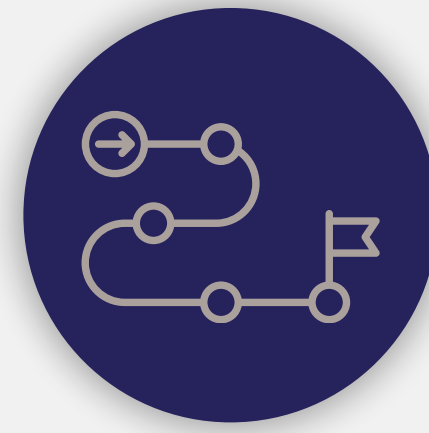


HOLD REPS ACCOUNTABLE



DRIVE CONSISTENT EXECUTION

WHAT MANAGERS SAY THEY NEED TO DO IT:



SALES PROCESS/METHODOLOGY



COACHING FRAMEWORKS



ONGOING SKILLS TRAINING

## Demographics

EXPERIENCE LEVEL



31% Rep/Non-Management

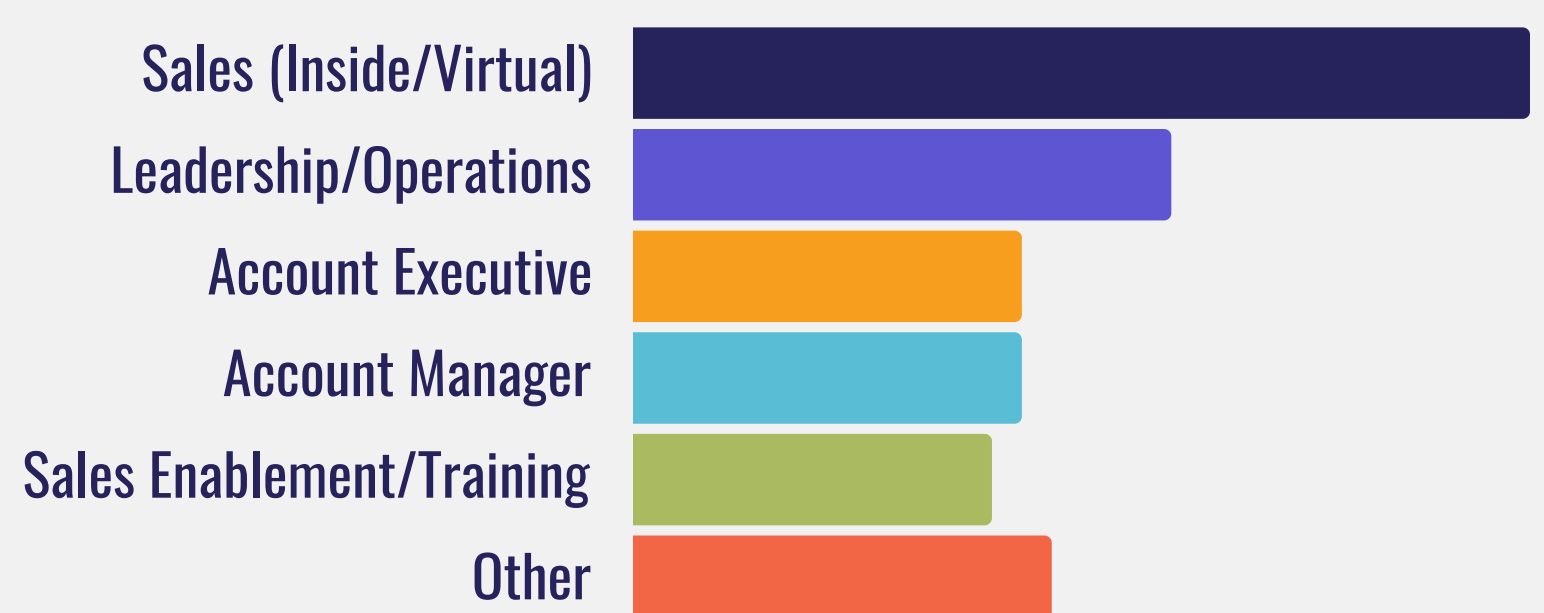


32% Management

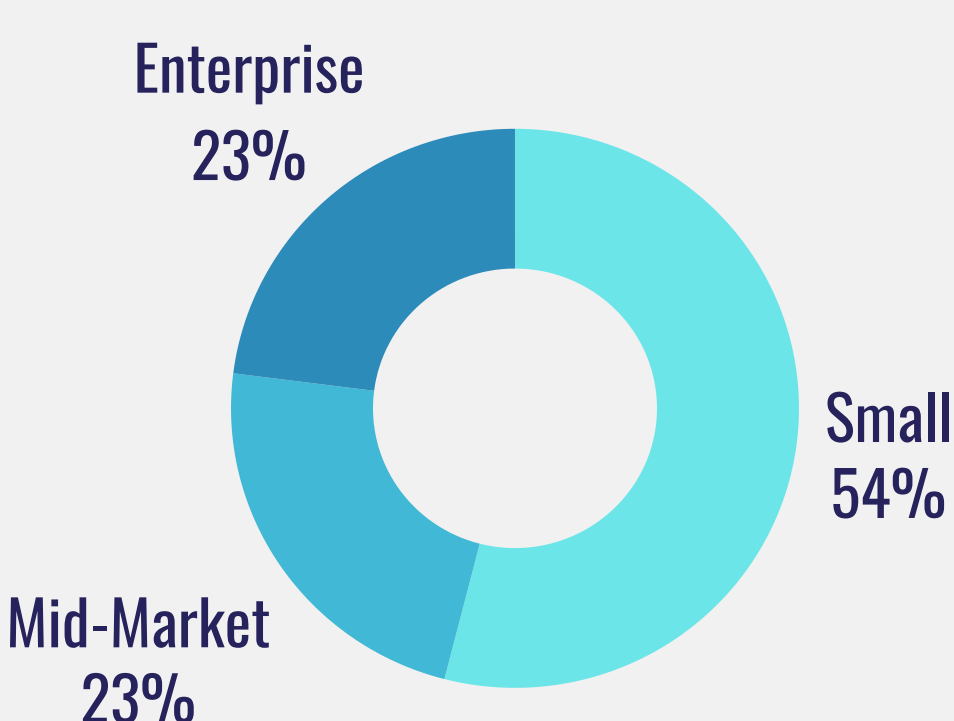


37% Senior Leadership

JOB FUNCTION



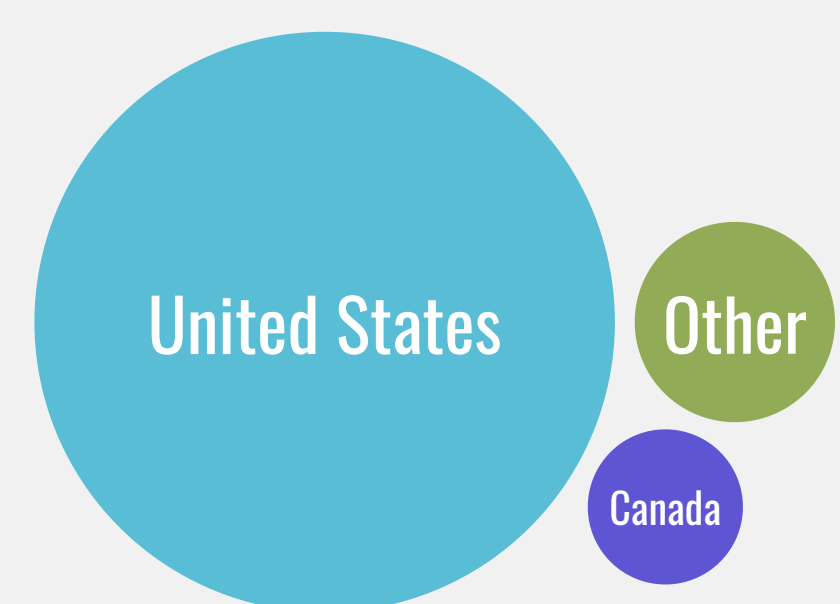
COMPANY SIZE



TOP INDUSTRIES



COUNTRY



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## Rep Results

### TOP 3 TAKEAWAYS

**29%**

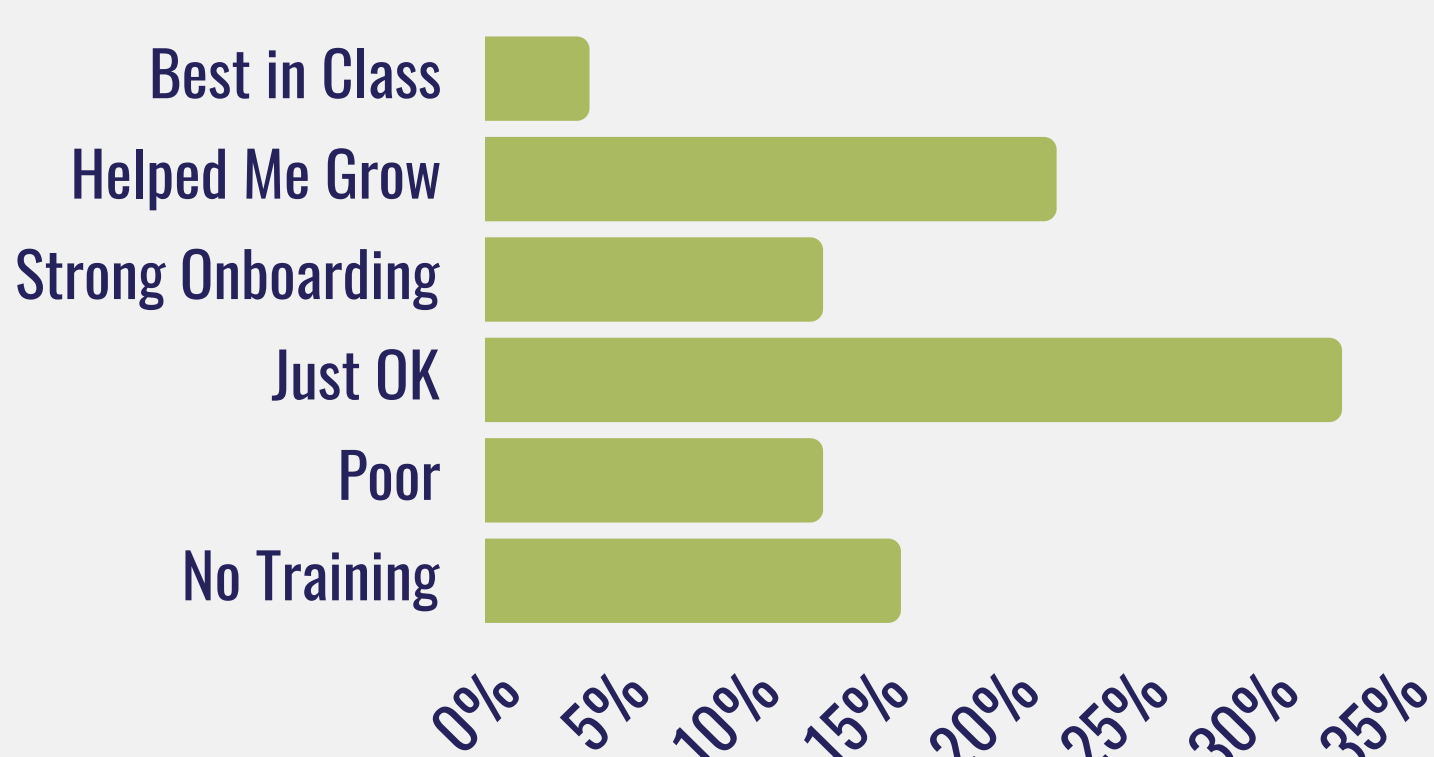
of reps say their company training was poor or nonexistent

**44%**

don't receive any training beyond initial new hire onboarding

The #1 thing reps want from their manager is someone who will fight for what they need to succeed

#### HOW WOULD YOU RATE THE SALES TRAINING YOU GOT FROM YOUR COMPANY?



#### WHAT WOULD YOU LIKE MORE OF IN YOUR DAY-TO-DAY WORK?



Reps say that **prospecting** is the most challenging part of sales today

#### WHERE DO YOU NEED MORE SUPPORT TO IMPROVE YOUR SALES SKILLS?



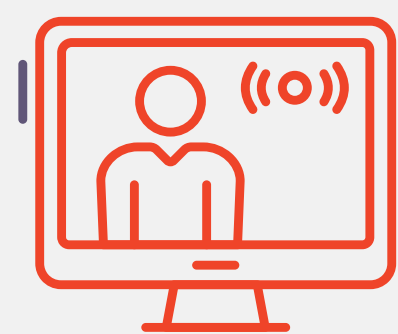
**PROSPECTING**  
60%



**CLOSING**  
15%



**QUALIFYING**  
11%



**DEMOS**  
9%



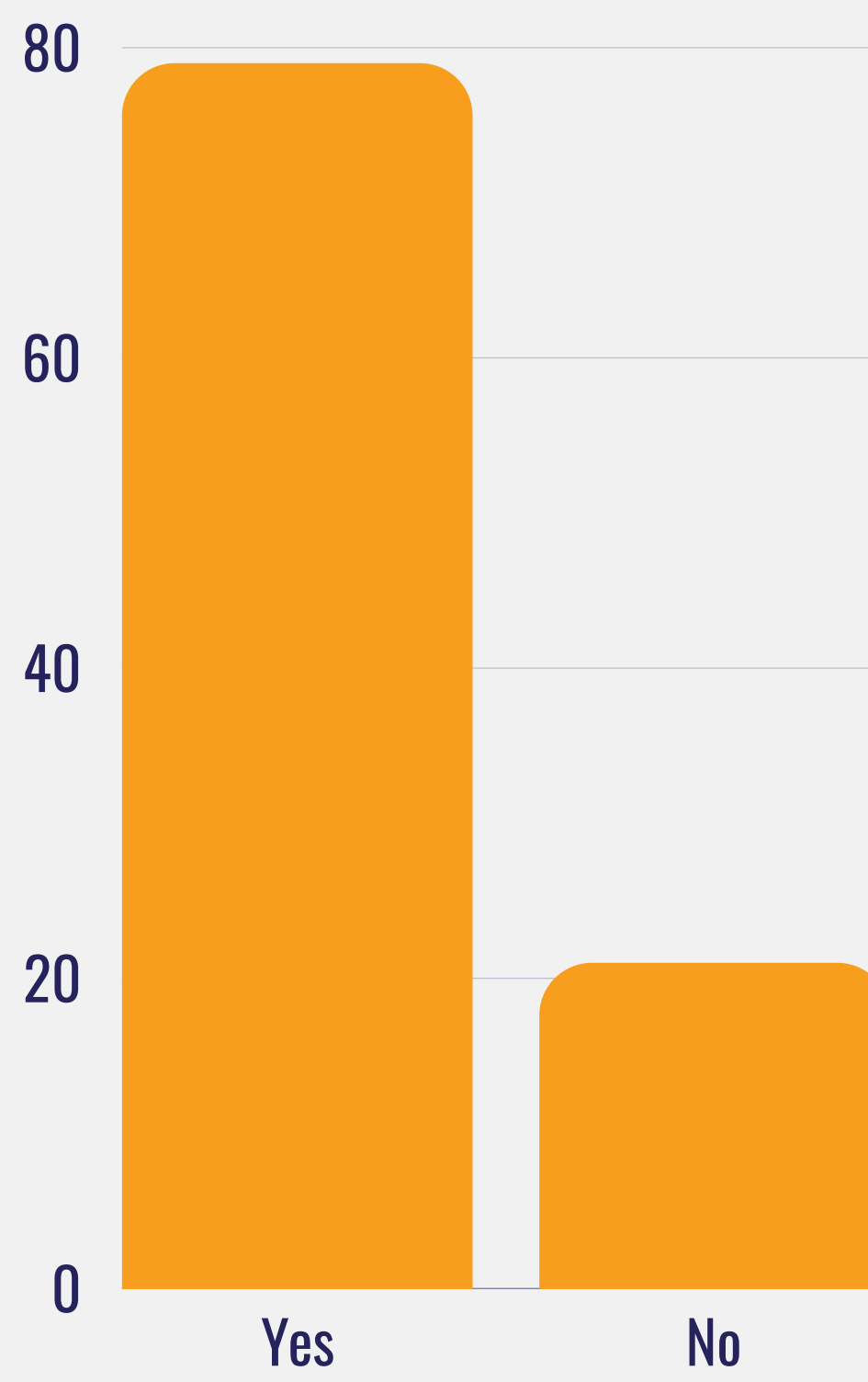
**DISCOVERY**  
5%

79% of reps want more training and coaching, but 44% say training stops after onboarding

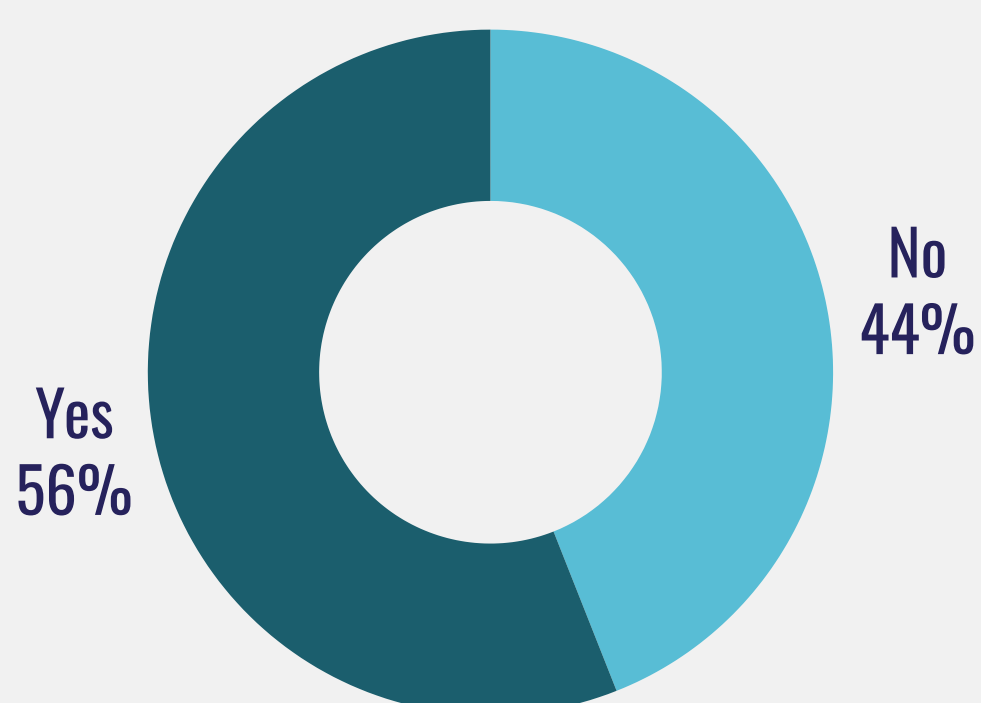
#### WHAT DO YOU WISH YOUR MANAGER DID MORE OF TO HELP YOU SUCCEED?



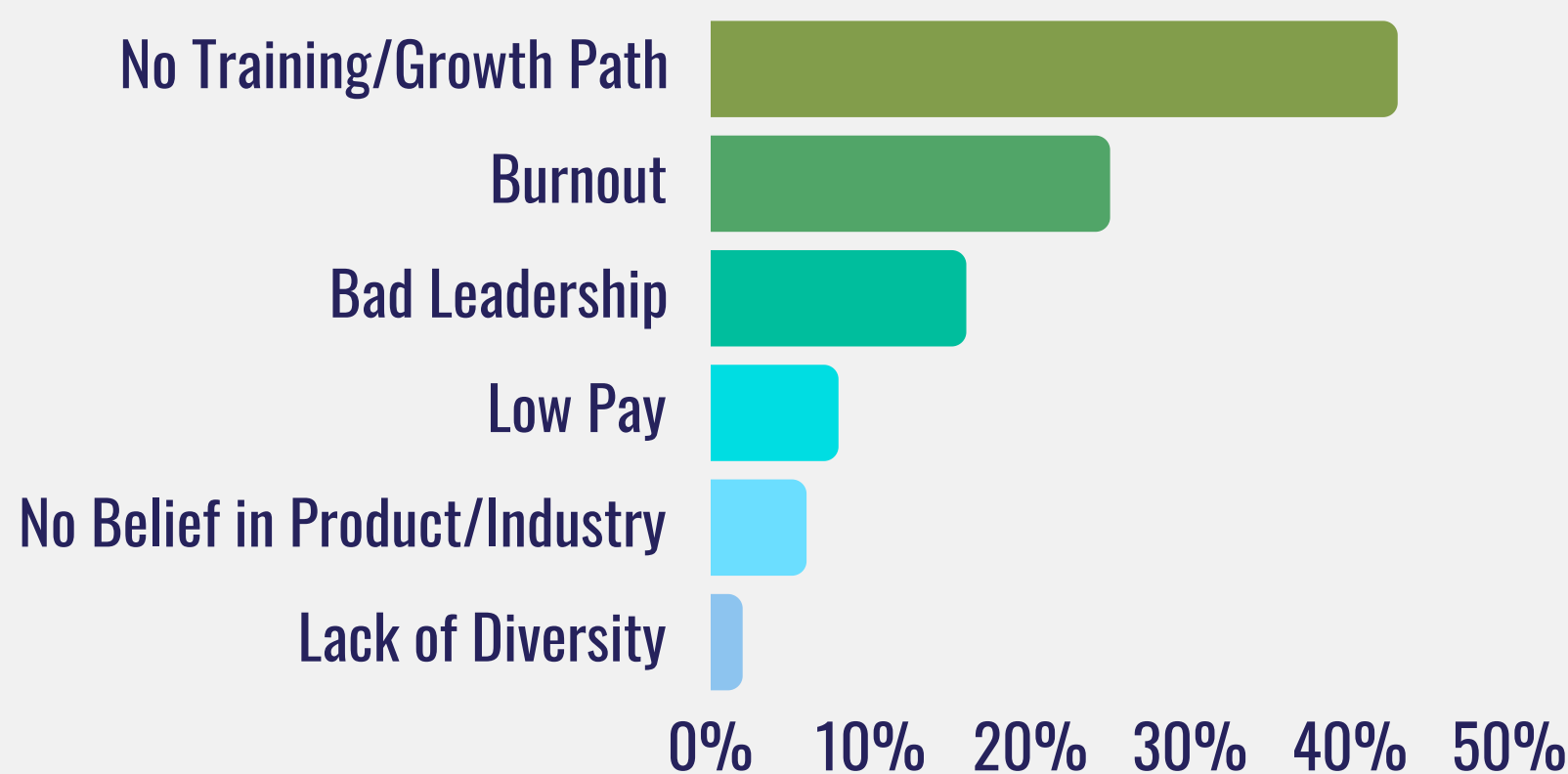
#### DO YOU WANT MORE TRAINING AND COACHING FROM YOUR COMPANY?



#### DOES YOUR COMPANY PROVIDE SALES TRAINING AFTER ONBOARDING?



#### WHAT WOULD MAKE YOU LEAVE YOUR CURRENT ROLE/COMPANY?



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## Manager Results

### TOP 3 TAKEAWAYS

**51%**

say their teams need more prospecting training

**49%**

want more support, process, and coaching frameworks for themselves

40% say lack of training and career growth is the #1 reason they'll leave their current company

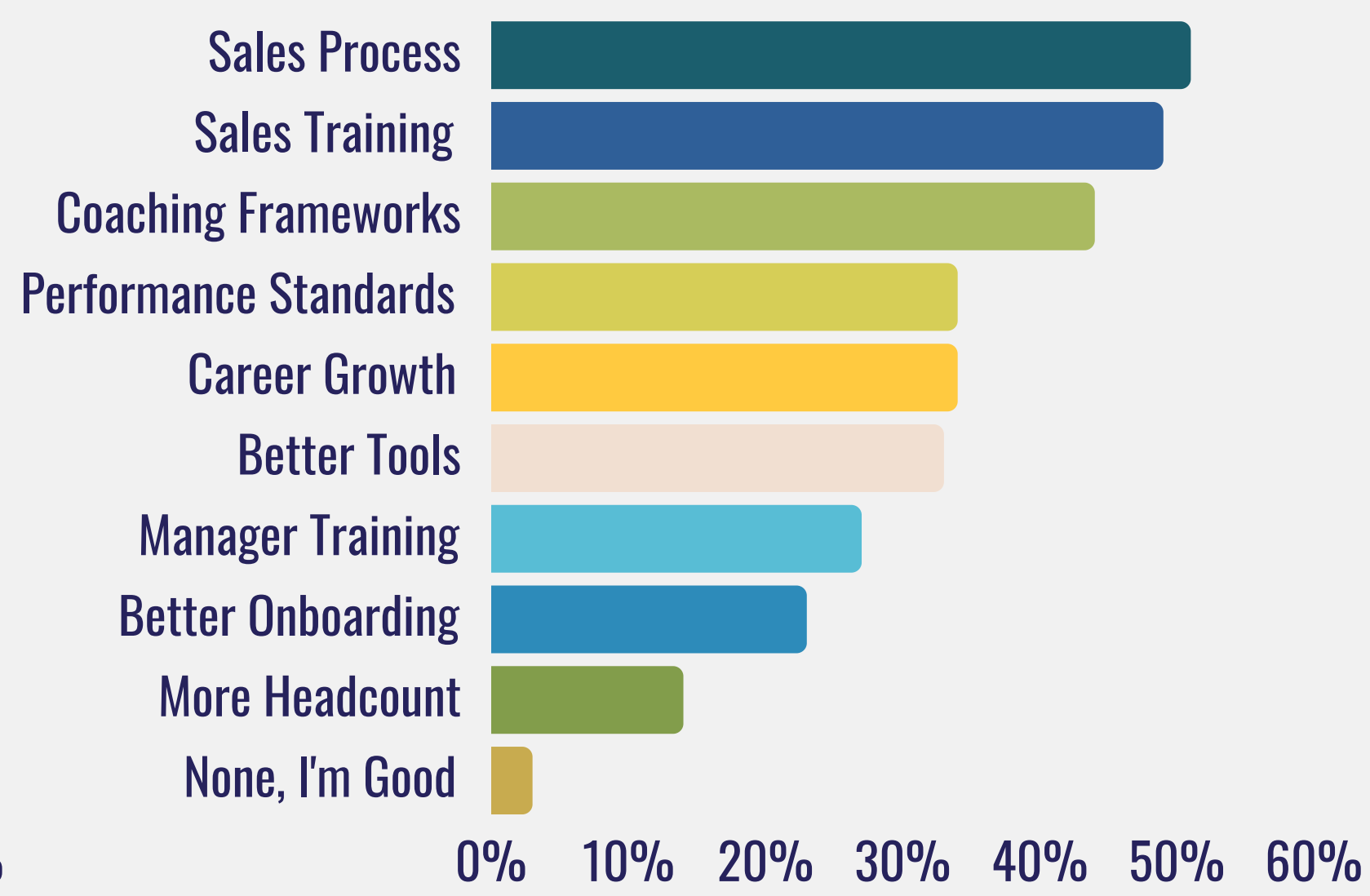
#### WHAT TRAINING AND DEVELOPMENT DOES YOUR TEAM NEED MOST?

(Respondents selected multiple options)



#### WHAT SUPPORT DO YOU WISH YOU HAD FROM ENABLEMENT OR LEADERSHIP FOR YOURSELF OR YOUR TEAM?

(Respondents selected multiple options)



97% say they need more support from leadership and enablement

#### DO YOUR REPS NEED MORE SALES SKILLS TRAINING?

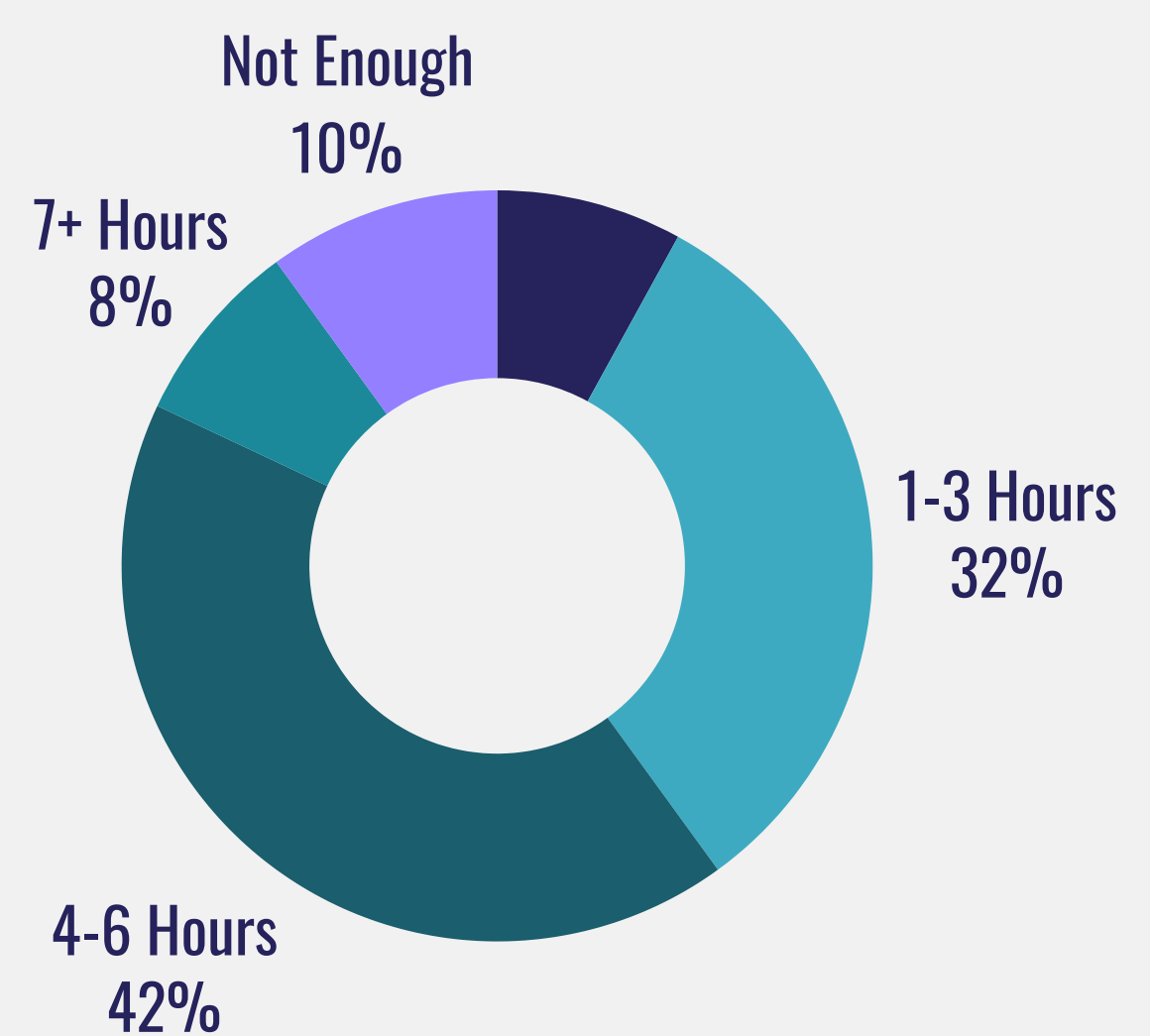


**YES**  
56%

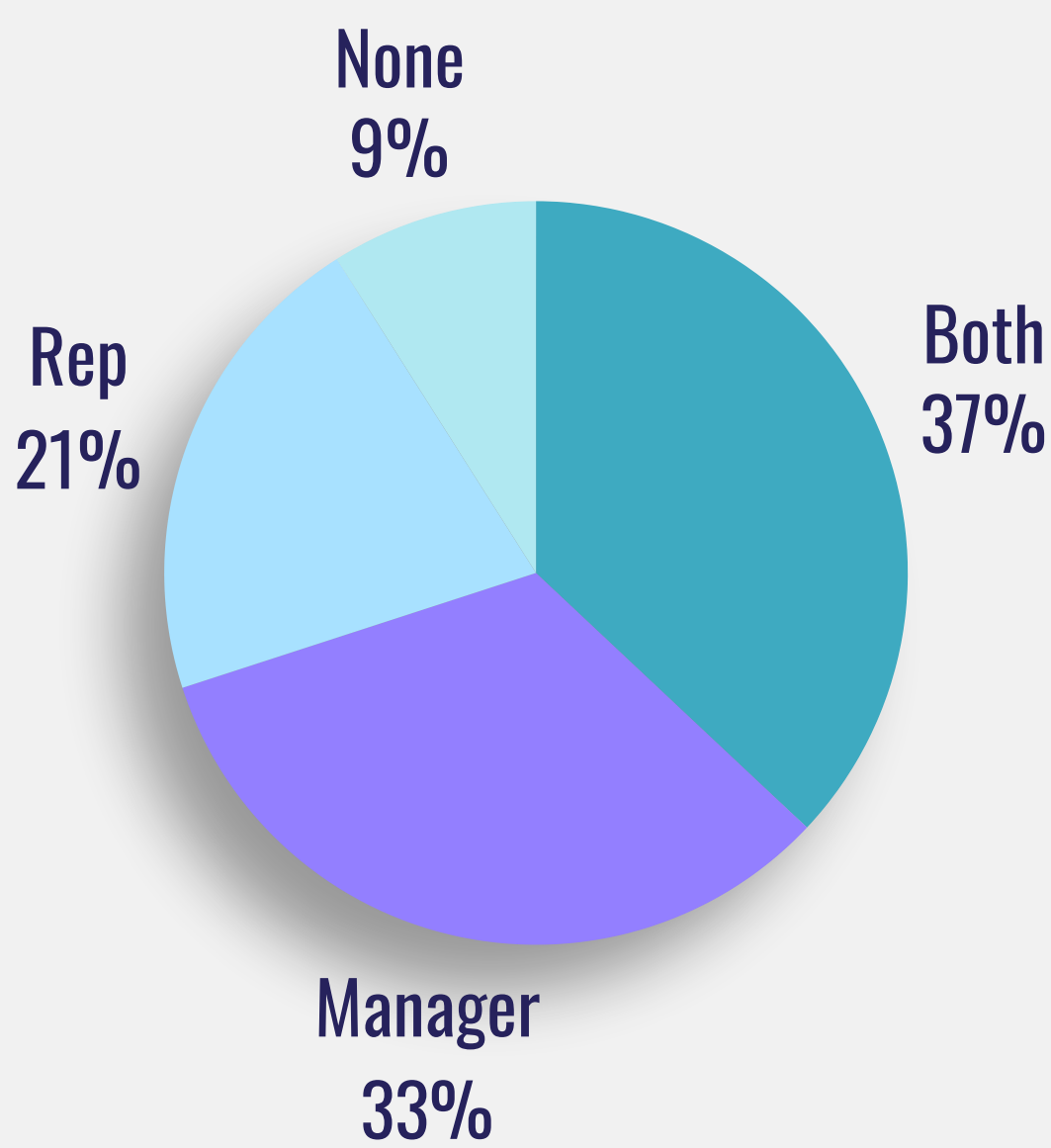


**NO**  
44%

#### HOW MUCH TIME DO YOU SPEND COACHING REPS EACH WEEK?



#### DOES YOUR ORGANIZATION OFFER SALES REP OR MANAGER TRAINING?



91% of companies offer some sales training, yet nearly 3 out of 4 reps and managers still want more, signaling a lack of effective training

#### WHAT IS THE #1 THING THAT WOULD CAUSE YOU TO LEAVE YOUR CURRENT ORGANIZATION?



**NO TRAINING OR CAREER GROWTH**  
40%



**LOW COMPENSATION**  
22%



**BAD LEADERSHIP**  
21%



**TOXIC CULTURE**  
11%



**POOR WORK-LIFE BALANCE**  
6%

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## Leader Results

### TOP 3 TAKEAWAYS

**84%**

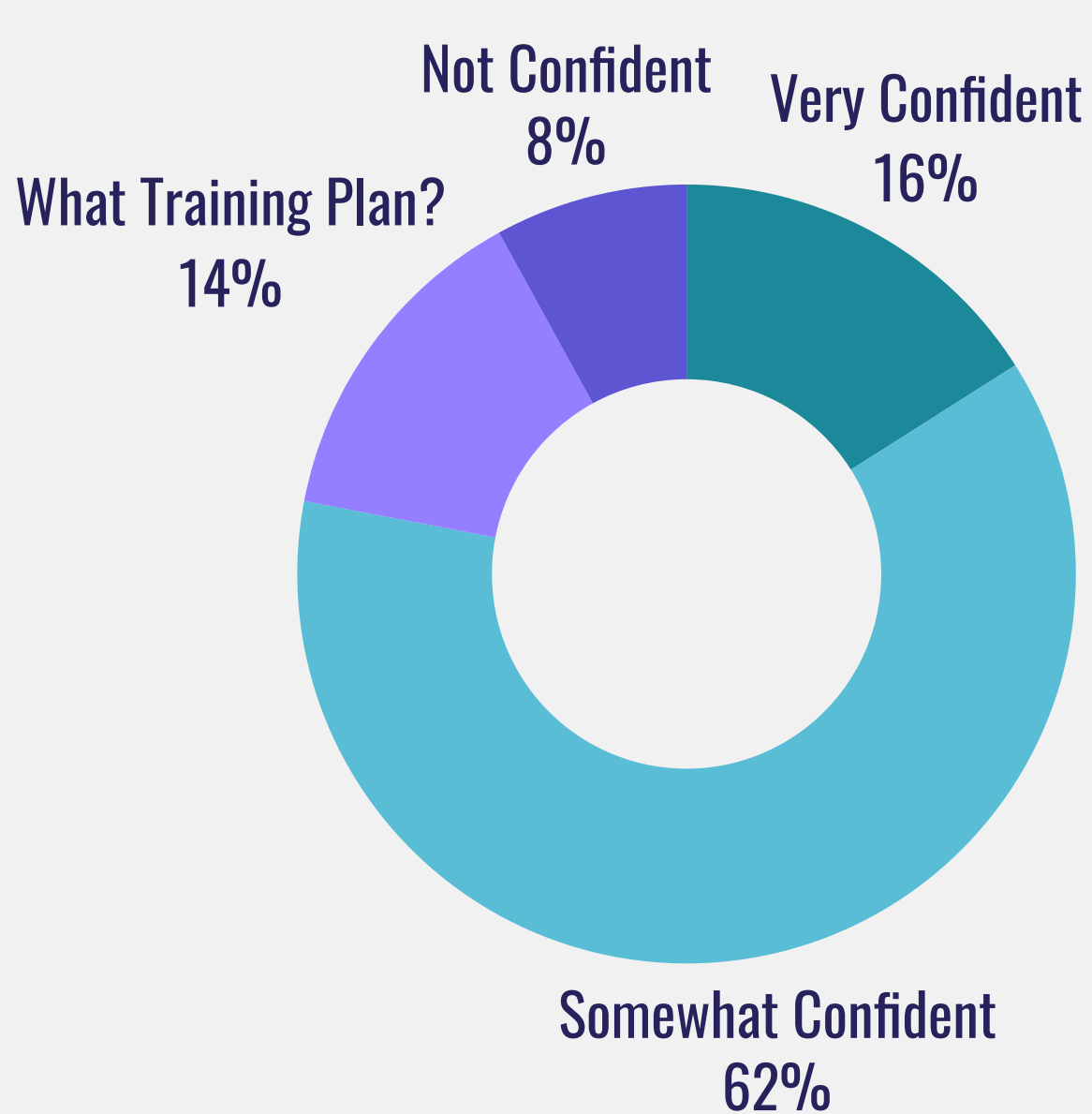
lack some confidence in their company's current sales training plan

**#1**

Leaders rank compensation as the top driver of retention, while reps and managers say it's actually training and growth

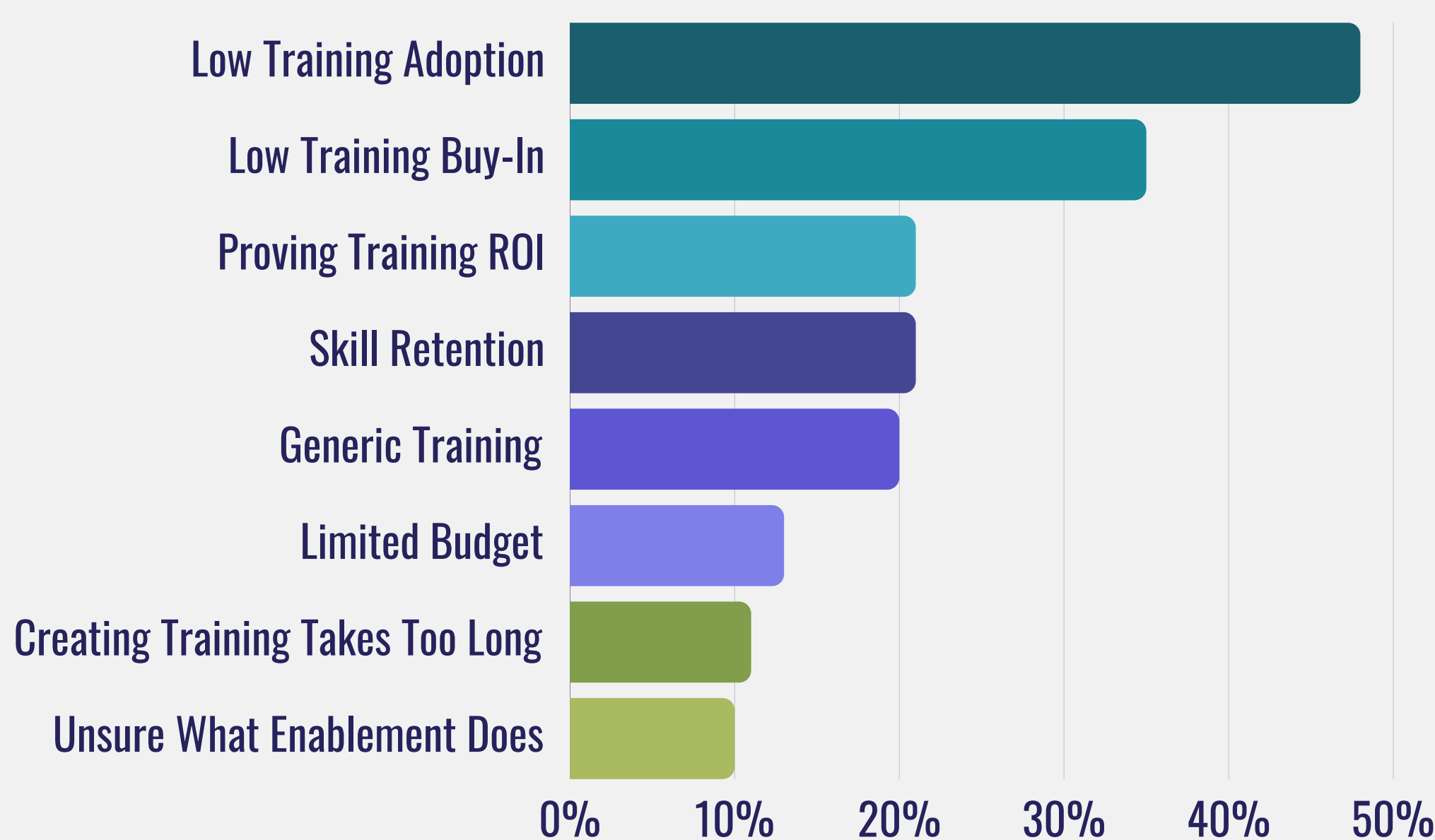
Most leaders say **top-of-funnel selling skills** are where reps **struggle** most

#### HOW CONFIDENT ARE YOU IN YOUR CURRENT REP AND MANAGER TRAINING PLAN?



#### WHAT FRUSTRATES YOU MOST ABOUT TRAINING OR ENABLEMENT?

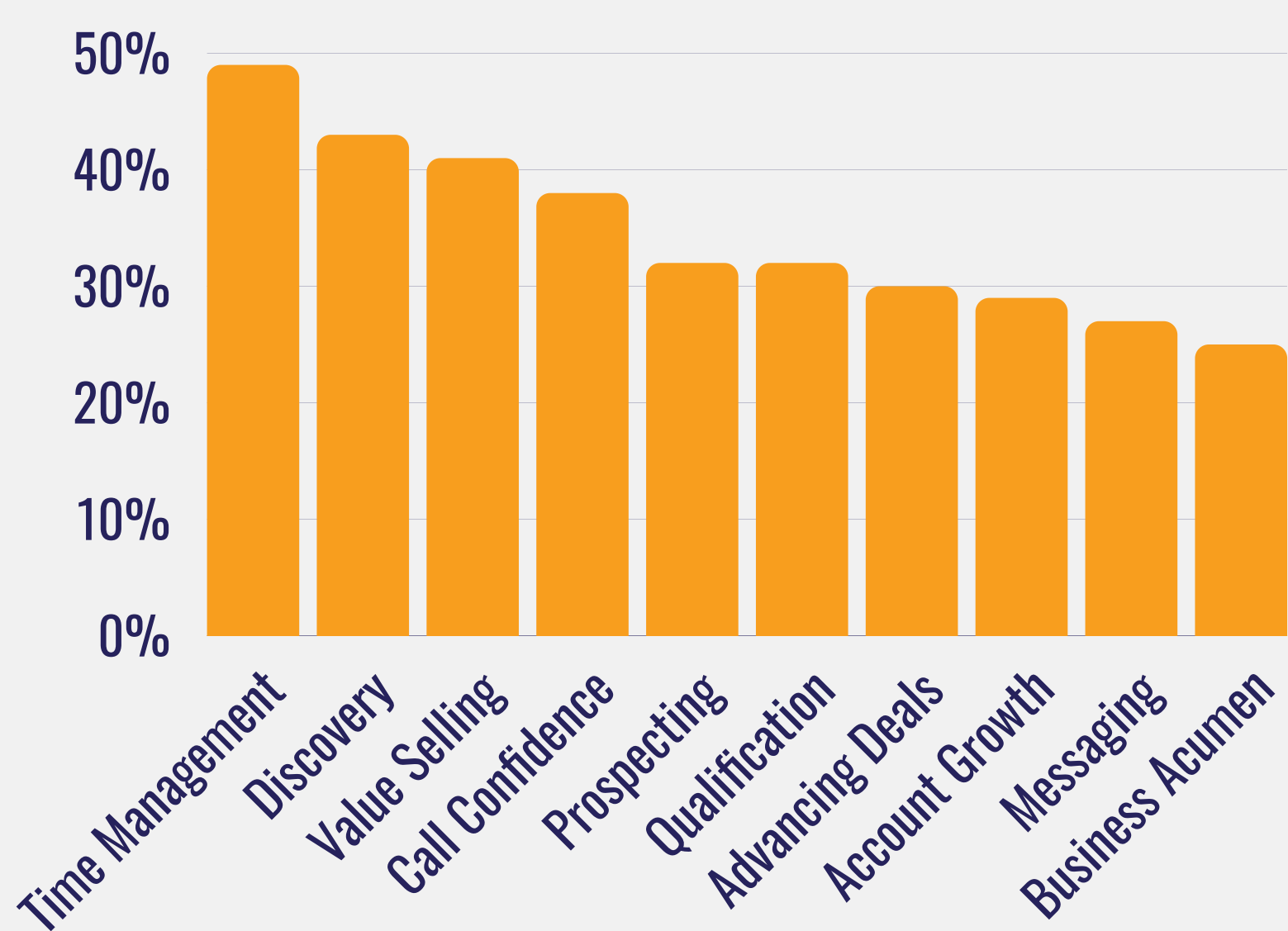
(Respondents selected multiple options)



Leaders are most frustrated when training doesn't stick, adoption stalls, and ROI is hard to prove

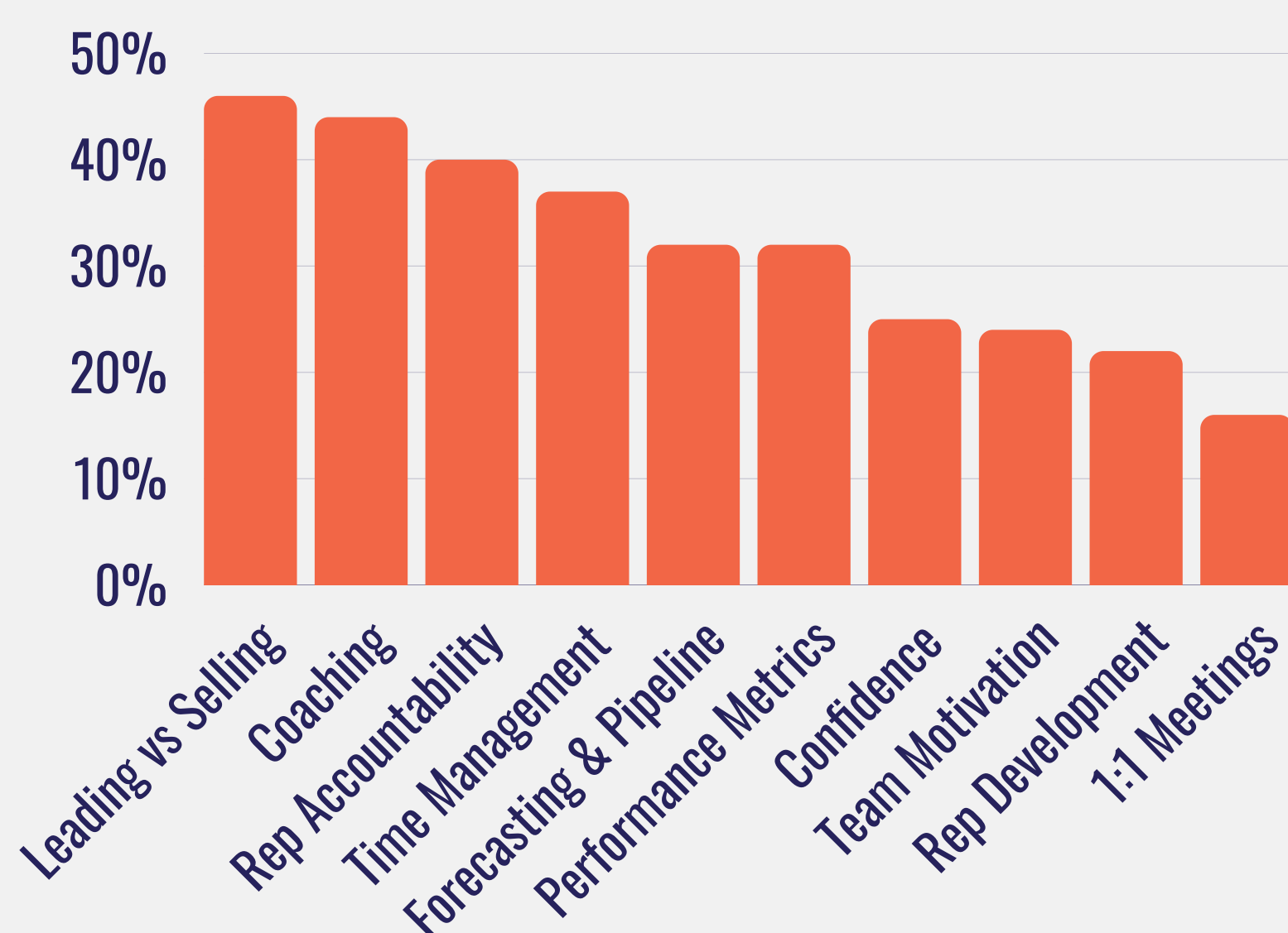
#### WHAT ARE YOUR SALES TEAM'S BIGGEST SKILL GAPS?

(Respondents selected multiple options)

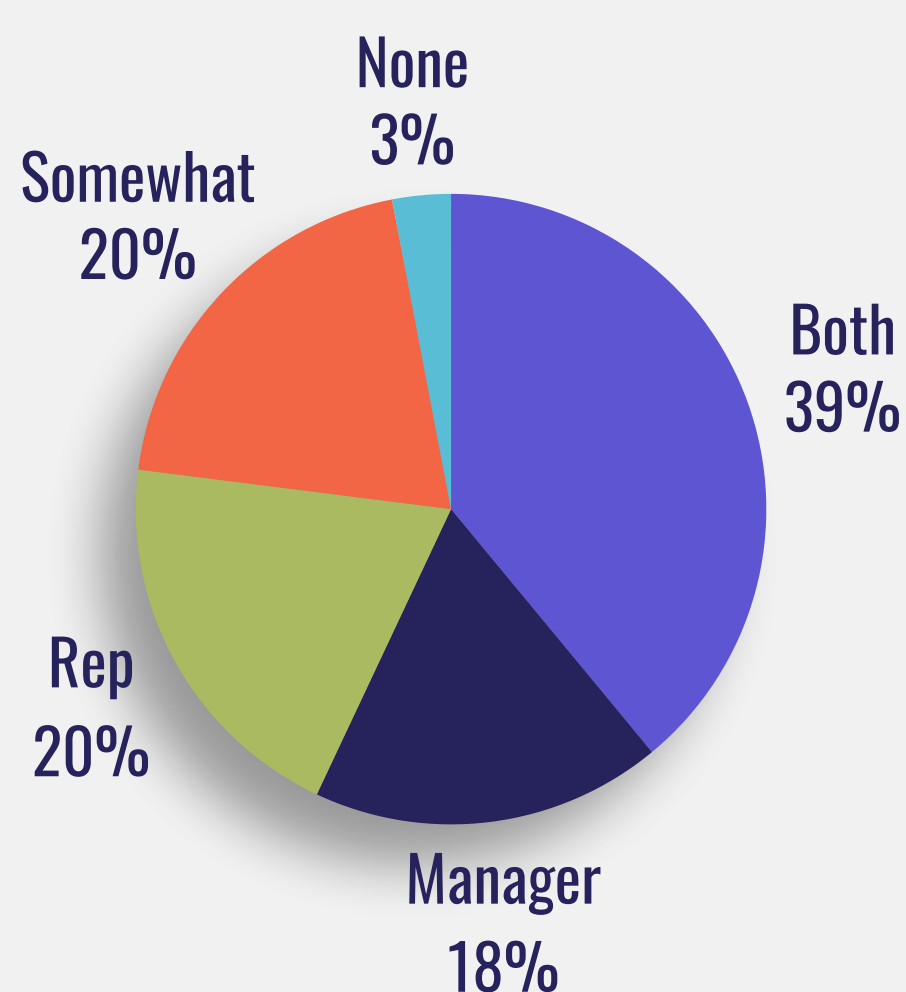


#### WHAT MANAGER SKILL GAPS ARE SLOWING PROGRESS?

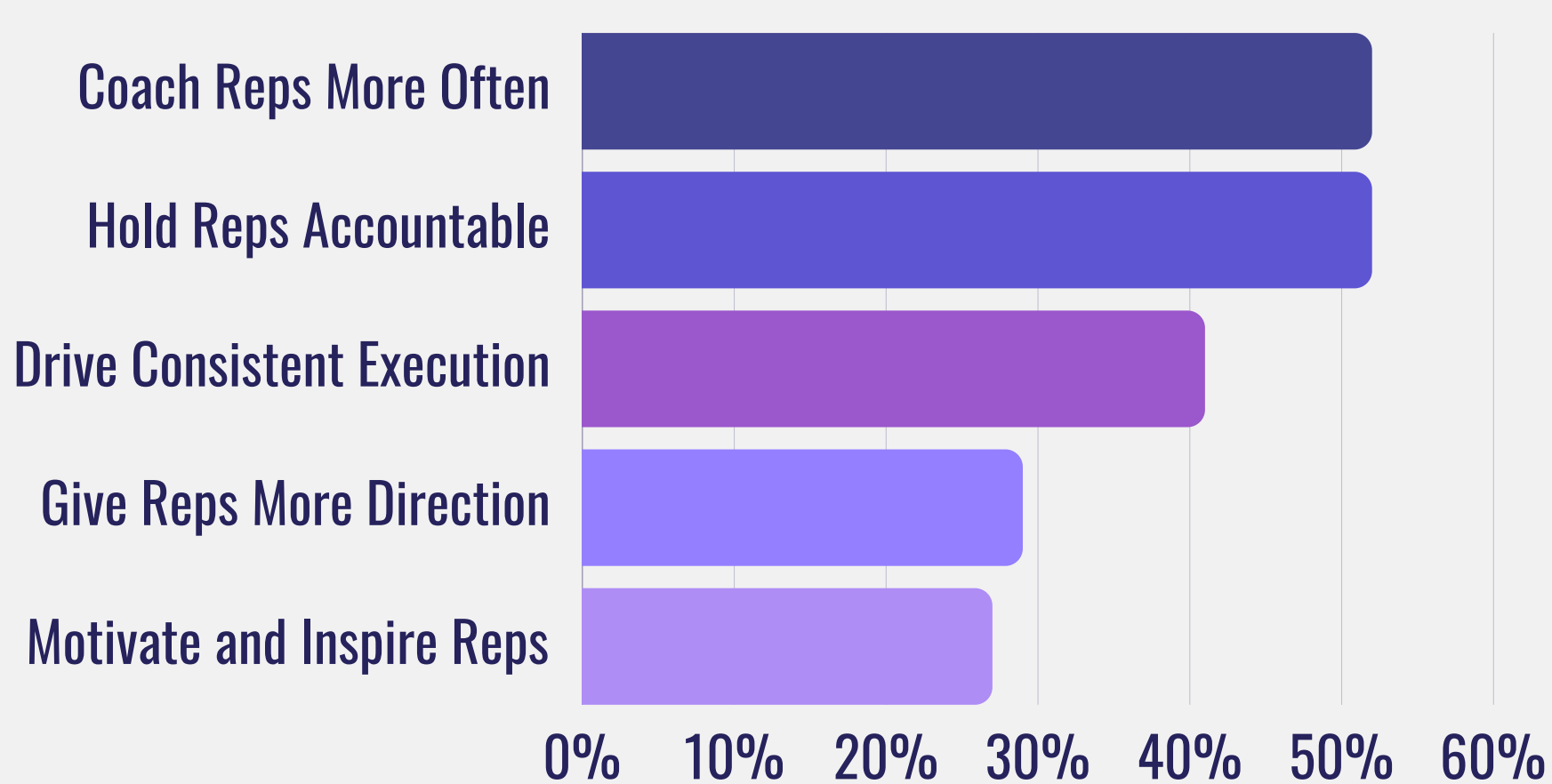
(Respondents selected multiple options)



#### DOES YOUR ORGANIZATION OFFER SALES REP OR MANAGER TRAINING?



#### WHAT DO YOU WANT MANAGERS TO DO MORE OF?



#### TOP 5 THINGS LEADERS BELIEVE HELP ATTRACT AND RETAIN EMPLOYEES

**#1**

COMPENSATION/  
COMMISSION

**#2**

WORK-LIFE  
BALANCE

**#3**

TRAINING/  
DEVELOPMENT

**#4**

CAREER GROWTH/  
PROMOTION PATH

**#5**

TEAM CULTURE/  
COLLABORATION

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