

Most sales orgs say they train their teams, but few do it well. In our latest research, only 4% of sellers called their training “best-in-class.” And the #1 thing reps want more from their managers? Coaching, training, and better resources.

If you’re serious about developing your people or building a real training strategy for the first time, here’s what separates *best-in-class* programs from the rest.

How To Know If Your Training (Or Partner) Measures Up

❑ A REAL BUDGET (THAT INCLUDES MANAGERS)

Plan **3–6% of OTE per rep** for training and make sure managers are included. They own every rep, deal, and customer, and their development is your multiplier (\$70K OTE = \$3500 budget)

❑ OUTSOURCE TO EXPERTS (SALES IS THE 1 AREA YOU NEED EXPERTS)

Building sales training from scratch takes time, resources, and expertise most enablement teams don’t have. Outsource it to pros who’ve trained thousands of sellers and managers with proven, ready-to-roll programs that get buy-in and results FAST.

❑ CUSTOM TO YOUR MOTION, NOT GENERIC “SALES 101”

Training should speak your team’s language. The best programs tailor examples, scenarios, and role-play to your products, buyers, and sales motion. That’s how you get real behavior change.

❑ TRAINING BEFORE TOOLS

Stop buying software and tools to fix a **quality/skill** problem. Skills drive success, tech just scales it. If reps can’t bring in leads, run a demo, or close the deal, a new tool will not save the quarter.

❑ ONGOING, JUST-IN-TIME, AND BITE-SIZED

Just like the gym, one visit doesn’t get results. Short, focused workshops spread across 30/60/90 days and paired with manager coaching = retention, application, and confidence that wins deals.

❑ DON'T USE VIDEO! (GET INTERACTIVE)

Videos alone don't change behavior. Good training means live interactions that get reps practicing live calls, handling objections in real time, and learning through doing, not just watching.

❑ MANAGER-FIRST ENABLEMENT

Train your managers *before* your reps. Give them coaching frameworks, huddle guides, and reinforcement tools so skills don't fade once training ends.

❑ CONFIDENCE BUILDERS BAKED IN

Confidence is the X-factor in sales performance. Include call recordings, real practice, and early wins so reps feel success right away, that's what keeps them dialing.

BUDGET GUARDRAILS

- ✓ Make a recurring line item for 3–6% of OTE per rep (AND manager) for training
- ✓ Outsource sales instruction; keep internal teams focused on adoption and context + product, systems and process training
- ✓ The average Factor 8 cost for an entire year of sales training for a team of 20 is \$2750/rep.

READY TO BE BEST-IN-CLASS?

Want a second opinion on your current program or vendor?

Let's review it together and find quick wins.

[**BOOK A MEETING**](#)