

Sales Statement Series #10

Why is classroom sales training ROI poor?

If classroom sales training is about passing on information and introducing participants to sales skills then it has done its job.

However clients do expect at the end of the training their salespeople will be competent and assume they will be able to apply what they had learnt in the real world.

This is a fair assumption but it just doesn't happen. **Classroom sales training has little impact** in the medium to long term. At best a salesperson will retain 30% of the information provided the facilitator is outstanding and active learning forms a large part of the session. **Only 5% is retained** if the transfer of knowledge and skills is poor. Why? There are 4 main reasons:

- The training content is generic so salespeople can't relate to it
- The trainer lacks credibility due to their limited real world and or success in sales
- Too much theory and not enough active learning
- Skills transfer is done poorly.

Classroom sales training has its place whether face to face, webinar or other electronic means. However, to develop and **fine tune sales competence one-on-one sales coaching** working with a salesperson in their territory has far greater and lasting impact in terms of creating behaviour change. The impact can be a staggering 90%.

Classroom sales training has its place but without following through with field sales coaching, sales training becomes costly.

For more information on this subject or if you want to discuss your situation please contact Kurt Newman on 61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.