

**ES RESEARCH GROUP***Making the right decision*

The leading independent authority on sales training companies and sales performance improvement

*ESR provides a range of research and advisory services to help companies evaluate, select, implement and measure their sales performance improvement programs. We are the authoritative source for the unbiased intelligence and guidance that corporations need to select a training partner who will enhance long-term sales productivity.*

**T H E   P R O B L E M**

*Approximately 70% of companies ESR interviewed said they had no formal program for measuring the impact of sales training.*

*In a 2011 study jointly conducted by ESR and the American Society for Training and Development (ASTD), 56% of salespeople say they receive no sales training, while 95.9% say continuous learning is critical to their success.*

*A 2011 ESR/ASTD study revealed that 61% of salespeople feel they need frameworks, approaches, and methodologies they can customize in order to effectively leverage the sales training they receive.*

**85-90% of Sales Training Fails to Deliver Sustained Results**

Research shows that sales training typically has an impact for about 120 days, if that long. Then your people return to the same old routines and you're back to square one. You're still not meeting sales performance goals and you just spent a small fortune on ineffective training. Billions of dollars a year are being wasted because corporations are selecting training companies that just aren't the right match for them.

**Companies Aren't Taking a Strategic Approach**

Ineffective sales training may not be the trainer's fault. Even excellent trainers can't help companies that don't take a strategic approach to sales performance improvement, especially training. Before you can decide on the best sales trainer, you need to know what makes your buyers buy, where the gaps are in your sales approach and exactly what salesperson and management behaviors need to be changed and reinforced. You need to follow up training with documented methodologies, ongoing coaching and performance measurement systems.

**The Number of Sales Trainers is Overwhelming**

Anyone can claim to be a sales trainer. No professional certification, accreditation or licensing is required. Faced with an overwhelming number of choices, how do you select the trainer that is best for your company? Often, a choice is made based on the trainer's name recognition, recent publicity or just a gut feeling that he or she will be good. And, unfortunately, the results are often missed revenue targets and lost opportunity.

## THE SOLUTION



### ES Research Group: Helping companies find sales improvement programs that work

Companies turn to ESR when they want to make the most of their investment in sales training. Our in-depth provider evaluations and expert guidance have become essential resources when corporations are looking for the right training partner for long-term sales productivity improvements.

Since ESR was founded in 2005, we have become the leading independent source of research, reports and advice on sales performance improvement strategies, tools and technologies. We offer expert sales training advice to a wide clientele – from start-up businesses to Fortune 100 companies.

## ESR SERVICES

**ESR offers a range of analytic and assessment research and advisory services. An annual subscription provides complete access to all ESR research and reports, or individual company reports and industry research are available on an a la carte basis.**

*"The knowledge, experience, and insight that ES Research Group has about sales trainers have really helped us make more informed decisions!"*

**Mark Selleck**  
Sales and Marketing Profession Director  
Microsoft Sales, Marketing & Services  
Group Readiness

### Provider Evaluations

ESR is the only source for independent, methodology-based evaluations of sales training providers. Analysts write reports using information obtained from probing questionnaires completed by sales training providers, contacts with executives who have hired the training providers, responses from client sales training RFPs, and ongoing interviews with industry contacts.

### Industry Research

In-depth reports and succinct briefs written by industry experts provide essential knowledge to enhance sales performance. Company Founder and CEO Dave Stein also conducts interviews with thought leaders in the sales effectiveness and sales training industry as part of an influential series of podcasts. The podcasts are available for free downloads at [www.ESResearch.com](http://www.ESResearch.com).

### Consulting: For Sales Training Buyers

We help clients analyze, evaluate and understand their company's sales performance and then guide them in selecting and implementing the sales performance improvement programs that best suit their unique requirements. Our impartiality and deep knowledge of the sales training industry and the providers that serve it help us deliver what our clients need to make the right decision. On-site, remote or custom consulting services are available.

### Consulting: For Sales Training Providers

ESR advises sales training providers and sales trainers on how to grow their businesses by better meeting the needs of sales training buyers.

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