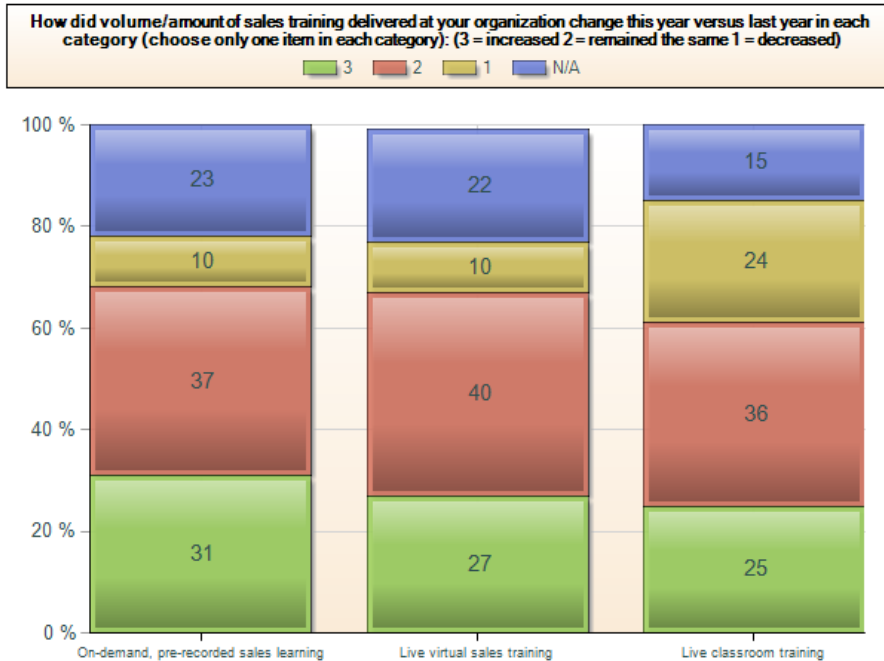




## 2011 ESR Survey Highlights **Virtual Sales Training**

How New Media, Methods, and Technologies  
Are Changing the Perception and  
Delivery of Sales Training

# Companies Are Training More and Spending Less



## Training expenditures have decreased:

- Live Classroom Training: -24%
- On-Demand Virtual Training: -10%
- Live Virtual Training: -10%

## Use of all three modes has increased:

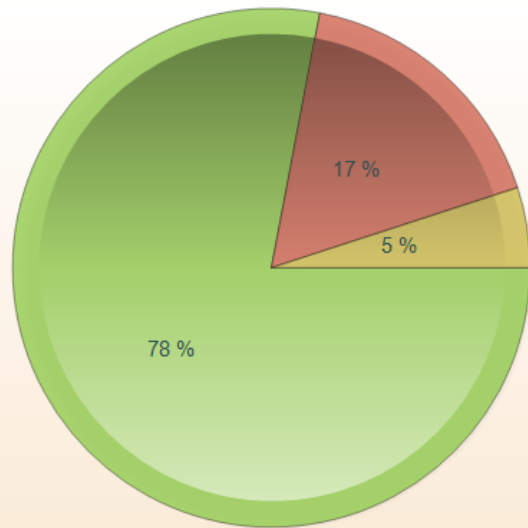
- 25 to 30% of respondents reported that use of all modes increased.

**Analysis:** Overall, companies are using more sales training in all three modes, but they are spending less, especially for live classroom training.

# Pre-recorded, Removable Media Are Being Replaced by the Internet.

Is the technology to deliver the on-demand, pre-recorded e-learning sales courses accessed by students through the Internet?

Yes No I don't know



**48% of respondents have used or currently use pre-recorded sales training materials.**

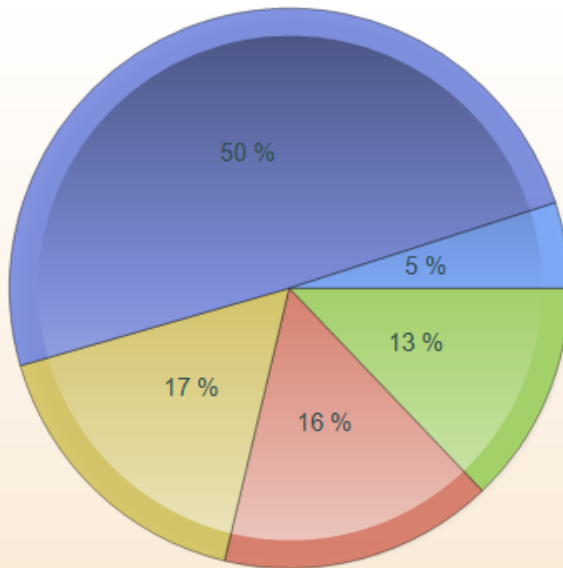
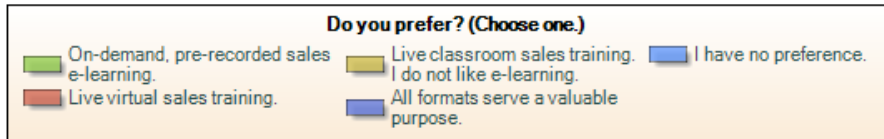
–44% have e-learning modules installed on their computers.

–47% do not have e-learning modules installed on their computers.

**Almost 80% of respondents access sales training e-learning materials via the Internet.**

**Analysis:** Companies are clearly moving away from the use of removable media and using the Internet as their pre-recorded sales training medium of choice.

# Which Training Modes Do Companies Prefer?



## Preferred training modes:

- Online/pre-recorded learning: 15%
- Live virtual instruction: 16%
- Live classroom instruction: 17%
- All formats have value: 50%

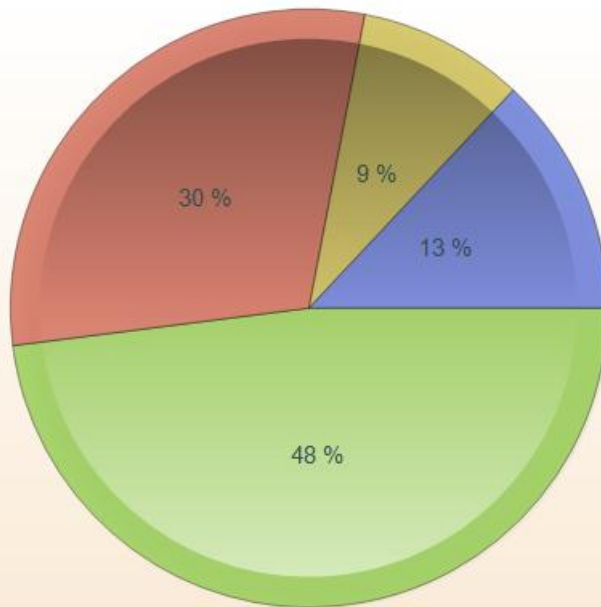
## Analysis:

The majority of respondents base their selection of training mode on content and audience. Most use a combination of modes.

# Virtual Sales Training Increases Productivity, But for How Long?

On average, how long does the improvement from virtual sales training last? (Choose one.)

1 to 3 months    4 to 6 months    7 to 12 months    More than 12 months



## How long does the improvement from virtual sales training last?

- 1 to 3 months: 48%

- 4 to 12+ months: 52%

**Analysis:** Periodic course material refreshers (live or recorded), quizzes, tests, and other aids to learning can effectively make permanent the behavior change resulting from sales training.

# ESR's Observations & Projections

Virtual sales training modes have few, if any, practical barriers to adoption. Existing barriers are predominantly attitudinal rather than factual.

The primary advantage to using virtual training modes is the elimination of the time, costs, and fatigue associated with live classroom training.

ESR expects the Internet to develop into the dominant medium of choice for the delivery of sales training over the next three years.

If the current economic climate persists, ESR projects a continuing increase in on-demand virtual training, at a level of growth and adoption that is disproportionate to that of most new technologies.



The complete report is available for purchase online at:  
[www.ESResearch.com/virtual\\_report](http://www.ESResearch.com/virtual_report)

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**About ES Research Group, Inc.**

Based in West Tisbury, MA, ES Research Group (ESR) is a business advisory firm that helps companies evaluate, select, implement, and measure their sales training programs. ESR offers a range of analytic and assessment reports, teleconferences, and advisory services.

ESR is the leading source for independent research and advice on sales training programs and the companies that provide them.

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