

Finding the Right Match for Sales Effectiveness

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Es Research Group's "2008 Sales Training Vendor Guide" evaluates and ranks leading sales training companies and training trends to help you maximize your sales effectiveness.

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As organizations across America tighten their wallets during the pre-recession-meltdown, sales effectiveness is proving the key to sustaining sales teams' successful status quo. But, since many organizations choose an incompatible sales training vendor, up to 50% aren't reaping their full productivity potential. Stop wasting your dollars and choose the right vendor with the "2008 Sales Training Vendor Guide" from ES Research Group.

ES Research Group's "2008 Sales Training Vendor Guide" is the industry's only independent sales training provider assessment. The annual report presents sales organizations with an in-depth analysis of the leading sales training companies and programs available. This year, the report assessed 19 leading training companies—including Acclivus, CustomerCentric Systems, Miller Heiman, FranklinCovey Sales Performance and Sales Performance International—and ranked them in expertise on various key areas such as performance measurement, customer satisfaction, compliance among sales people and ROI. The Guide is meant to serve as a tool to help sales managers choose the sales training company that will best match and fulfill their particular training needs.

"ESR has compiled a thorough and objective assessment of the leading sales training firms and their evolving offerings and has added additional areas of relevance," says Steve Grossman, principal and leader of sales effectiveness business in the Americas for Mercer.

He continues, "Sales management teams can now easily zero in on both the type of training they need to elevate the performance of their sales people and the short list of vendors to invite into their decision process without having to do all of their own primary research."

Additionally, the report analyzes changing trends within the sales training industry to assist managers in getting on the right training track. Some results to note include:

- Only 25% of the \$6 billion spent on training in corporate America is allocated to externally-based training costs.
- Those companies that do select a suitable third-party training vendor see increases of up to 10% in productivity, with 90% of all sales training programs resulting in a 90-120 day increase in sales productivity.
- However, up to 50% of companies typically do not choose an appropriate vendor for their needs.
- 60% of sales organizations predict integrating technology into their sales management process by 2009, meaning an increase in Web 2.0- and e-learning-based options.
- ES Research Group estimates that 80% of top-performing sales organizations will have deployed a Web-based technology infrastructure—combining elements such as internal-company social networking, just-in-time learning delivery and reinforcement and internal sales knowledge bases—to stay ahead of competitors.

For more information on the "2008 Sales Training Vendor Guide" or to purchase a copy of the report, visit www.ESResearch.com/STVG.

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