

STEPS TO BETTER SALES TRAINING

Create hard-hitting course evaluations

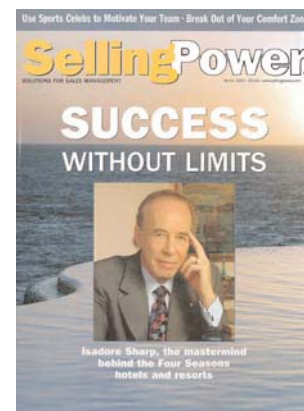
By Linda Richardson

One way to measure the effectiveness of sales training is to ask the people being trained whether the training is appropriate and helpful. This is important because if the sales reps (and their managers) don't view the sales training as critical to their future success, they're highly unlikely to put the training into actual practice. Course evaluations thus provide a more "human" way of measuring the impact of the training. Evaluations should ask hard-hitting questions such as: To what extent will the skills in the program improve your results? Would you recommend that

your colleagues participate in the training? How are you planning to implement this training in your daily sales activities? (Remember: the course evaluations are anonymous, so you're presumably going to get real opinions.)



As Seen in the
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How does your yearly training investment stack up?

The sales training firm Richardson recently researched how much companies spend, per sales rep, per year, on sales training. Nearly half spent as much as \$2,000 per rep, while almost a quarter spent less than \$500. While other factors such as the economy and the cyclical nature of some industries, may intrude, experience shows that companies spending in the higher range generally experience higher-than-average sales.

