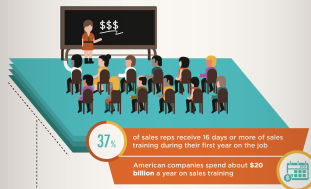


THE CURRENT STATE OF SALES TRAINING



Yet 70% of those initiatives have no lasting impact after 120 days



CORPORATE TRAINING IS ALSO FACING CHALLENGES

On average, people forget **70%** of what is taught within 24 hours of the training experience

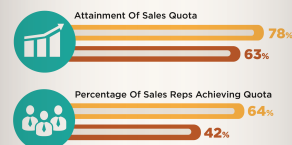
50% of line managers believe shutting down L&D would have no impact on employee performance

75% of training programs fail to contribute to the success of the business

WHEN DONE RIGHT, SALES TRAINING DRIVES GROWTH

50% Continuous training gives **50% higher net sales per employee**

Companies deploying formal sales training initiatives lead non-adopters in:



THE MOBILE SALES TRAINING IMPERATIVE:



5 STEPS TO MORE EFFECTIVE SALES TRAINING:



Sources:

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 Gartner 2013 Q49 Tech marketing barometer survey
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