



Why Consistent Sales Performance Is The #1 Challenge?

The Reality Check

Every quarter tells a different story, even for top-performing sales teams.

78% of organizations experience fluctuating sales results quarter to quarter.

Despite increased investment in technology and enablement, **revenue predictability** remains low.

Only **24%** of sales leaders say their teams meet quota consistently.

Why it matters:
Inconsistent sales performance destabilizes forecasts, impacts investor confidence, and slows growth momentum.

The Core of the Problem

It's not a lack of effort — it's a lack of enablement.

- Misaligned Skills:**
Teams fail to adapt to new buyer expectations.
 - Inconsistent Coaching:**
Development efforts lack structure and reinforcement.
 - Disjointed Systems:**
Tools overwhelm rather than empower.
- Message Drift:**
Value communication varies across the organization.

Did you know?

- 65% of reps say they “relearn” core messaging every quarter.
- Companies with consistent coaching are 33% more likely to achieve quota consistency.

The Business Impact

The cost of inconsistency goes beyond missed targets.

- Revenue Volatility:**
Up to 19% loss in forecast accuracy.
 - Lost Opportunities:**
1 in 3 deals fail due to inconsistent messaging.
 - Extended Ramp-Up:**
New reps take 40% longer to reach full productivity.
- Leadership Concern:**
52% of executives rank “unpredictable sales” as a top strategic risk.

Executive Insight:
Consistency drives confidence in customers, investors, and leadership decisions.

The Consistency Equation

True performance predictability demands more than process. It requires alignment.

1 Skill Intelligence:
Use analytics to identify and close capability gaps.

2 Coaching Continuity:
Reinforce behaviors through data-driven development.

3 Cultural Alignment:
Build a shared sales narrative that every rep can deliver.

- Proof in numbers:**
- Performance analytics improve win rates by **28%**.
 - Continuous coaching boosts productivity by **19%**.

The Infopro Learning Perspective

Consistency is built, not expected.

Infopro Learning partners with organizations to create sales ecosystems that sustain performance.

Through tailored sales training programs, we help leaders develop the right skills, behaviors, and culture needed to achieve lasting consistency.

- Our approach unifies:**
- Assessment:**
Diagnose performance challenges.
 - Learning Journeys:**
Build core capabilities.
 - Reinforcement:**
Sustain behavioral change.
 - Performance Analytics:** Drive continuous improvement.

Let's create consistent sales performance that drives sustainable growth.

Contact Us