

# Planning Your Sales Training Budget

## A Step-by-Step Template



### The Challenge

Many sales teams struggle to hit targets because training budgets are unclear, unaligned, or wasted on ineffective programs.

## Why Budget Planning Matters?

Aligns training with business goals.

Ensures optimal use of resources.

Improves sales performance and ROI.

## Step-by-Step Budget Planning

### 1 Define Objectives

Identify key skills and align with revenue goals.

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### 2 Assess Current Training

Audit existing programs and measure effectiveness.

### 3 Estimate Costs

Include materials, tools, software, facilitators, and internal hours.

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### 4 Prioritize Initiatives

Focus on high-impact programs.

### 5 Allocate Budget

Distribute funds to maximize ROI.

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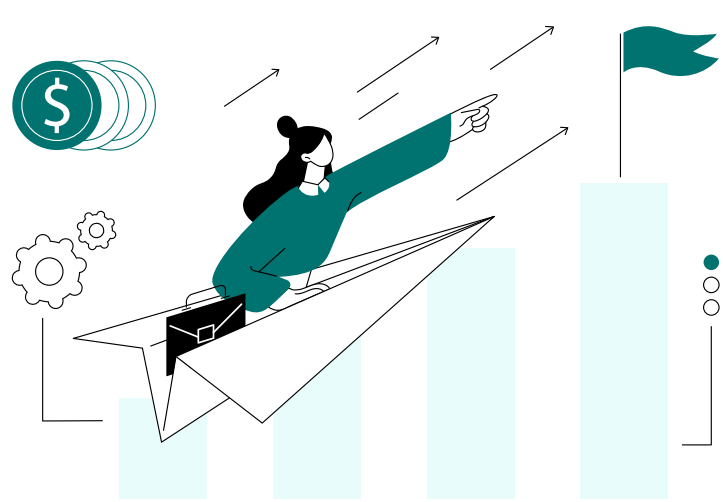
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### 6 Track & Adjust

Monitor outcomes and adjust budget allocations.

## Tips for Smarter Budgeting

- Leverage blended learning to reduce costs.
- Invest in scalable digital platforms.
- Include ongoing coaching and reinforcement.
- Build a contingency fund to stay prepared for unexpected needs.



## Outcome

- Optimized and transparent training budget.
- Clear, measurable ROI tracking.
- Consistent, measurable improvements in sales performance.

## Next Steps

Use this template to plan your next quarter's training budget, unlock stronger sales results, and connect with us to accelerate your team's performance.