

Your Sales Training Program Is Running. But Is It Working?



The Number That Should Concern You



75% of companies say their sales training programs are not effective. (ES Research Group)

That is not a content problem. That is a design problem.

The Assumption



Train them



Track completion



Wait for numbers to move.

That is how most sales training programs are designed. It is also why most of them stall.

The Reality

90% Salespeople forget nearly 90% of what they learned within a week, without reinforcement. (Ebbinghaus Forgetting Curve)



Your last sales kickoff? Most of it was gone before the next Monday's calls.

The Proof

Coaching frequency	Quota attainment
Weekly	76%
Monthly	56%
Quarterly or less	47%

(State of Sales Coaching Report 2026)

Same team. Same training. Different rhythm. Different results.

The Shift

From: Training as an event with a completion metric.

→

To: Training s a system with a performance metric.

Three things high-performing sales organizations do differently:

- Tie every module to a measurable selling behavior, not a topic covered.
- Build reinforcement at 30, 60, and 90 days into the program design, not as an afterthought.
- Make managers the delivery mechanism. They do not observe training. They extend it.

Sales training that does not change what your reps do on a call is not training. It is content. We help organizations build the system that makes the difference.

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