

2016 STATE OF SALES TRAINING

WHAT'S THE
AVERAGE
TRAINING
EXPENDITURE?

\$1,459
PER EMPLOYEE



How's the
Expenditure
Distributed?

68% **26%**

Developed
Internally

Outsourced

5%



Tuition Reimbursement or
Educational Assistance

The Daily Times

TOP BARRIERS TO EFFECTIVENESS:

1

Salespeople Are Not
Held Accountable for
Applying Training

2

Inability to Tie
Sales Training to
Sales Performance

3

Scheduling Conflicts
and Time Restraints

227

RESPONDENTS



WHO?
PARTICIPATED

66%

SALES ENABLEMENT
INTERNAL PRACTITIONERS



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