

# 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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