



Rev up revenue

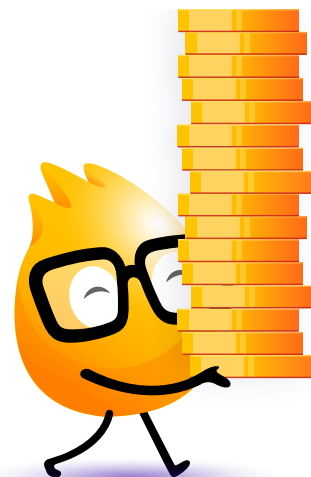
Sales training for
every career stage





Rev up revenue

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When you think of enabling your revenue teams, what springs to mind?



Onboarding new sales team members with the goal of achieving quota faster?



A company-wide event, like a Sales Kick Off, with team building and new product launch sessions?



Training representatives on a new sales process or pitch?



Mandatory compliance training to ensure that employees follow new laws and regulations?



Sales and partner channel training certainly does include these types of learning, but that’s not all

To keep sales professionals hitting their targets, top performing companies provide continuous training throughout their careers: from their first day on the job to their last day of sales.

Training is an investment in your organization and in sales professionals, whether they are internal or partner channel teams, and research shows that revenue teams are hungry for it. In fact, [many sales representatives seek training on their own time](#); for example, enrollment in online customer experience management courses rose by 449% in the last year.

In this comprehensive guide, we’ll detail training and enablement that sales professionals require at every stage of their career, suggest the best learning management tools and resources to enhance your sales and revenue enablement programs, and explore examples of how Litmos customers have optimized training at every stage of the sales training lifecycle.

Regardless of where they are in their careers, receiving regular training can help your sales professionals hone their communication, negotiation, and relationship-building skills, which can lead to increased confidence and effectiveness in their interactions with clients, improved morale, and – ultimately – more sales revenue for your organization.

Top 10 surging business skills based on popular learning provider enrollment rates



Sales training and enablement challenges

The difference between sales training and enablement

The goal of sales training is to build skills and competencies. Training may take place in-person, with virtual instructor-led sessions, or eLearning online. For salespeople, this training includes onboarding, skills training, process training, and more.

Sales enablement is an umbrella term that covers a wide range of tools, techniques, and practices. The basic purpose of sales enablement is to provide everything that sales professionals need to be more effective at selling. Sales enablement includes things like coaching, as well as other tools and assets like CRMs, email templates, battle cards, playbooks, and sales content.

Selling is not easy!

Sales can be a rewarding career, but it has never been a job for the faint of heart. It's fast-paced, full of looming sales quotas, potential rejections, and the need to make commissions to reach compensation expectations. Salespeople are expected to provide excellent, personalized customer experience, even when dealing with demanding or even unreasonable customers.

This can be overwhelming for new sales team members as well as struggling salespeople, who often leave the job. There is no one definitive source of truth for sales turnover, but most studies agree that the turnover for sales hovers around 33%, three times the turnover of all other jobs in the U.S.

After the Great Resignation, sales turnover rates appeared to be [58% higher than in 2020](#). This is unsurprising; the pandemic took a toll on the sales industry, and a recent Gartner survey found that almost [90% of sellers feel burned out](#).



The dangers of disengagement

Burnout is a problem, and not just for the sellers who are experiencing it. Burnout can lead to declining job performance and productivity, and prolonged burnout causes disengagement, which is a state of low morale that negatively affects workers, organizations, and customers. Gallup recognizes two states of disengagement among employees: Quiet quitting and loud quitting, or active disengagement.

Quiet quitters are doing the bare minimum.

Emotionally, they are stressed and burnt out. They feel disconnected from their workplace and are likely looking for other jobs. For partner resellers, they may be frustrated with lack of collaboration and therefore pivot to see other products and services.

Loud quitters are angry.

They may take actions that directly harm the organization, undercutting its goals and opposing its leaders. The presence of loud quitters can be concerning because they may attempt to recruit other employees or even badmouth your brand to customers.

For obvious reasons, low engagement is something most workplaces want to avoid, yet it's more common than you may think. [Gallup's most recent State of the Workplace report](#) shows that only 23% of employees are

engaged at work, while the majority of workers (59%) are quiet quitters and 18% are actively disengaged at work.

Gallup estimates that low engagement costs the global economy \$8.8 trillion and accounts for a 9% decrease of global GDP. Despite the negative impact of low engagement, re-engaging quiet quitters can also be an opportunity for businesses to re-think the ways in which they invest in their workforce. Providing training and opportunities for advancement is a strong way to engage sales professionals who feel disconnected, and these opportunities can ultimately help businesses save on the cost of hiring and onboarding new reps.

59%

of employees are quiet quitters



23%

of employees are engaged at work



18%

of employees are actively disengaged at work



The costs of hiring a new rep

It would be one thing if only disengaged reps were leaving their jobs, but even sales professionals who love their jobs are tempted to leave for other opportunities. Competitors are known to poach high performers, so it can be hard for businesses to keep sales professionals in their role for very long. If your sales professionals are leaving, it makes sense to replace them, right? That's easier said than done.

For one thing, there's a global shortage of skilled talent. One of the skills that's most in demand is sales; according to Gartner, talent is the top external challenge faced by 67% of Chief Sales Officers. There just aren't enough applicants to fill every available role.

Even if there were enough applicants, it's expensive to replace a departed salesperson. [The average cost of replacing a sales rep](#) is \$115,000. This includes \$29,000 in acquisition costs, \$36,000 in training costs, and roughly \$50,000 in lost sales.

If you're hiring to replace a top performer, the news is even worse. It can take months for new sales professionals to start making their quota. For most organizations, the ramp-up time is three months, but it can be as long as six months for companies with longer sales cycles. If you're replacing a sales star who was exceeding their quotas, it can take even more time to break even on a new hire.



By providing continuous training throughout a sales professional's career, your organization can retain talent longer, and improve the performance of your sales team members, with results impacting revenue performance and the bottom line.

Training lifecycle for revenue team members

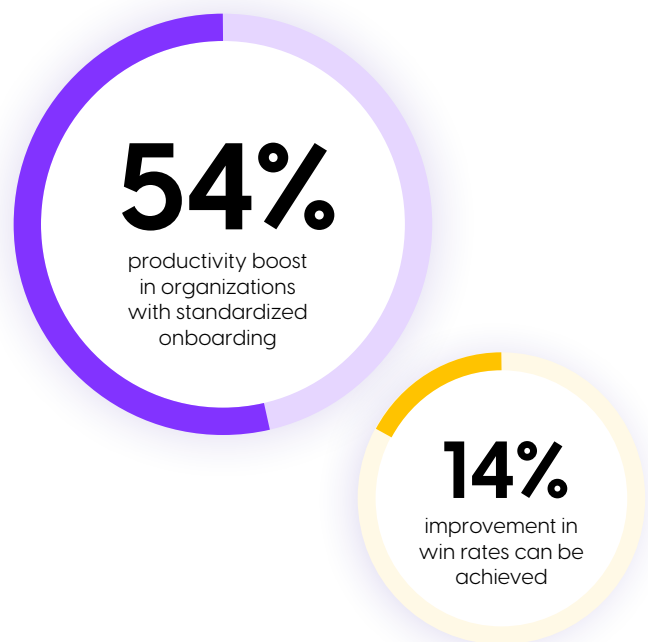
Strategies for meeting the training needs of every salesperson and partner

The career of a sales professional is a lifecycle; early career sales representatives become experienced salespeople, move to new positions, and later may move to management and leadership positions. Every stage of the journey is different, with its own needs and challenges. The training and enablement provided at each stage of this journey must address those needs, as well as build upon the learning that came beforehand.

The following is a comprehensive look at the training needs of sales professionals and partner channel sellers at every stage of their career.

Onboarding revenue team members

Regardless of their experience level, every sales professional needs to be onboarded. A strong onboarding program lays a foundation for a successful tenure: research shows that organizations with a standardized onboarding process [increase new hires' productivity by 54%](#), and can improve win rates by 14%.



Factor8 – a sales training company that offers its customers more than 45 customizable learning modules for sales reps and managers – has made their sales onboarding processes more efficient by centralizing training materials within their Litmos Learning Management System.





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Litmos has helped us streamline our sales training process by housing our interactive eLearning curriculum and coaching tools. It provides us the ability to give our teams access to pre-work before attending our live training sessions. Now our live sessions can be all activity-based!

Ted Martin

President & Chief Revenue Officer

New Hire

Entry-level professional

Established salesperson



The new hire

When we talk about new sales representatives or partner channel sellers, it's important to remember that we're not just talking about people new to the sales role (we'll get to them later.) Most new hires come from other sales organizations. One survey of sales professionals found that more than half of its respondents changed jobs over the past two years. Almost half had also changed industries. This means that even if you are hiring seasoned salespeople, you're going to have to get them up to speed before they can start talking to customers.

Your onboarding program should encompass several important kinds of learning

The basics

New reps need to learn the ropes before they can get started. That means learning how your organization works, how to use your technology stack, and any other important information specific to your company.

Product training

Before they can sell it, your new hires need to know what they are selling. Your onboarding should provide a primer for all new hires about your industry, your products, and your customers.

Pitch training

Your organization spent a lot of time creating the perfect sales pitch, and all of your new hires should be well-versed in your pitch by the time they speak with a customer. Every new seller should also know the needs of your typical customer, how to overcome common objections, and which products are typically sold together.

Sales skills

While many new sales reps already have sales experience, basic sales skills should be a key part of onboarding. While new hires may know how to sell, they could revert to old habits without proper guidance, and potentially use another company's sales process. Training sessions should cover all of the specific sales information that is important to your sales organization, such as your sales process and cycle.



Partner resellers

Seasoned professional

Featured tools & resources

AI video assessments

Through the power of built-in AI capabilities, Litmos video assessments allow your sales team to refine their elevator pitches, product knowledge, or overall sales skills.

Mobile learning

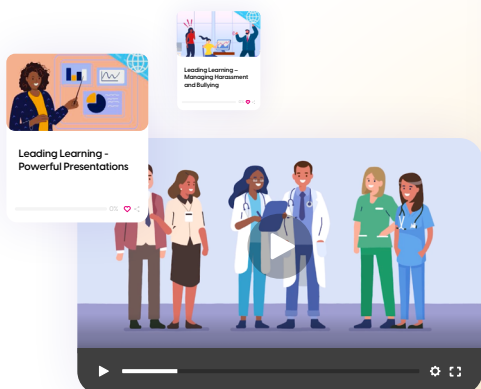
Litmos offers mobile apps for Android and iPhone, enabling on-the-go training. Sales teams can conveniently access offline training in their native language, receiving push notifications to stay updated.

Boost

Litmos can test for learner engagement, with random questions sent to a salesperson's dashboard. Managers can report on how engaged salespeople were in their training, while reinforcing key takeaways

Content authoring

Litmos' content authoring tool creates personalized sales onboarding modules with an easy drag-and-drop interface for efficient, engaging training.

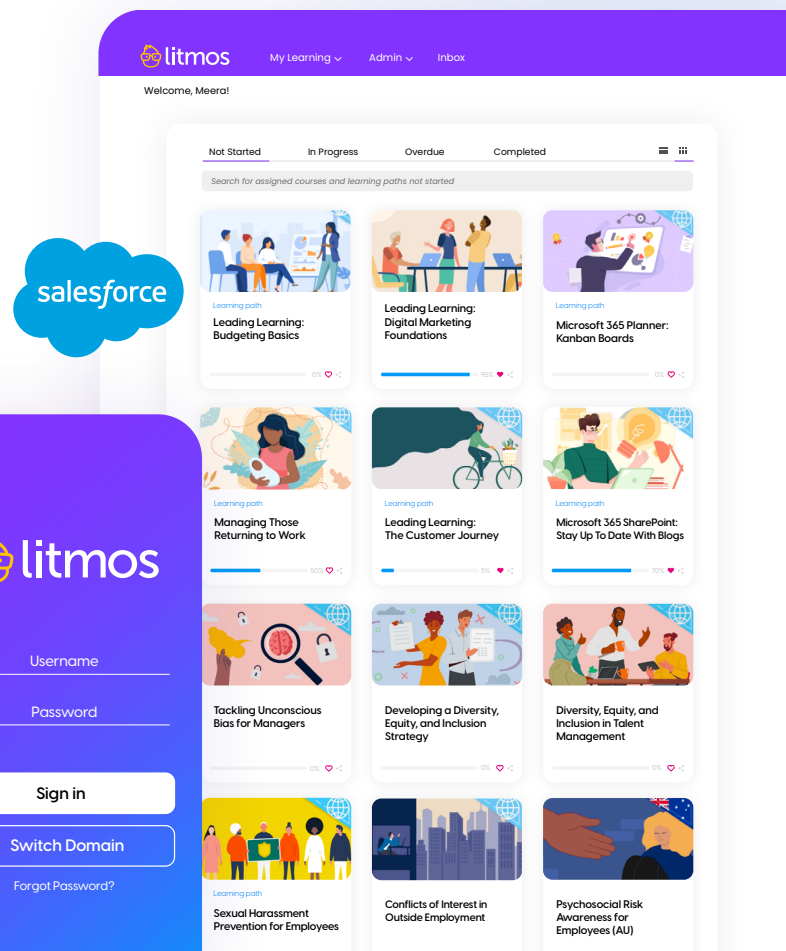


CRM integrations

Blend training seamlessly into your workflow using Litmos Connector for Salesforce. Managers can analyze combined training and sales data, measure effectiveness, and set course recommendations within leads and opportunities with defined business rules.

Leading learning content series

Enhance new hire onboarding with Sales-related [soft skills courses](#). Expertly crafted for engagement and understanding, topics include Negotiation, Questioning and Objection Handling, Effective Communication, and more!

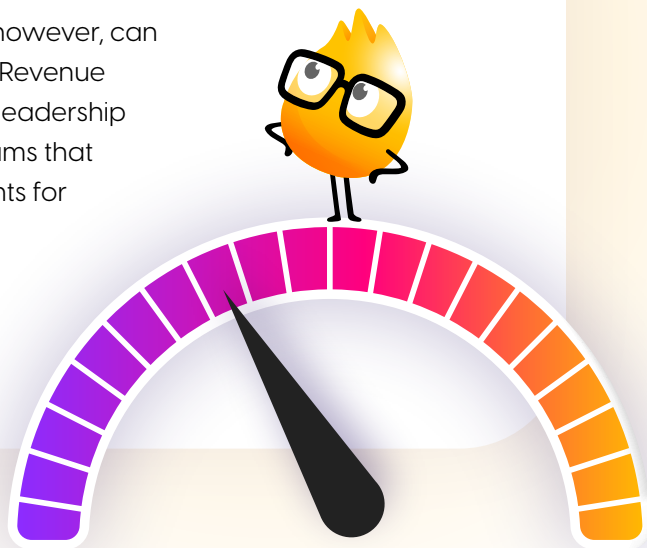


A note about ramp time

We already mentioned that your new salespeople [need time to ramp up](#), and that it typically takes three plus months until sales reps start meeting quotas. It's important to remember, however, that three months until full productivity is just an average.

For some longer sales cycles, ramp time can take between six and nine months. Even experienced salespeople, sales engineers, and proposal writers can take a while to help your organization hit revenue goals, and if you're hiring entry-level people, it can take even longer. Rain Group has more [detailed research](#); although sellers might be ready to talk to customers in three months, they're not competent to perform until nine months out, and their success depends heavily on their manager.

The right onboarding, however, can cut ramp time by 50%! Revenue leaders and executive leadership should seek out programs that drive such improvements for time to revenue.





**VIKING
PUMP**

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We have 1600 active users in 65 countries who've completed a combined 50,000 courses. We've expanded to include foreign languages, a variety of Learning Paths based on channel and roles, and what we've started is now established as a best practice within our corporation with 3 sister companies now launching their own Litmos LMS sites.

Chad Wunderlich

Global Distributor Development Manager

New Hire

Entry-level professional

Established salesperson



The entry-level sales professional

Hires new to sales have a lot going for them: they can be enthusiastic, energetic, and ready to jump in. However, this also means that they don't have a foundation in sales, so they will need training and enablement in communication and sales techniques in addition to company processes and procedures.

They require training that teaches them how to be a sales professional at your organization.

This program should include several different kinds of learning

Ongoing onboarding

Research shows that [87% of sales training is forgotten](#) within one month. You want your new sales professionals to retain the information, so refresh training often with micro-learning moments or real-time coaching to give your reps a chance to apply what they've learned.

Sales strategy

Your training needs to go beyond the "what" (your products) and "how" (your sales process) of selling. You should also be teaching the "why." Salespeople do better when they understand the reasoning behind their pitch, and the psychology of sales. In fact, according to ATD data, the best sales organizations [spend less time on product training](#) and more on teaching sales strategy.

Soft skills training

Customers are looking for a top-notch buying experience and expect salespeople to be polite, prompt, and able to tailor the buying experience to their needs. That's why soft skills – like perseverance, active listening, empathy, managing relationships, and critical thinking – are highly sought after by salespeople and their managers.

Mentorship and coaching

All the training modules in the world can't beat the one-on-one attention of a pro. Add a mentorship element to your sales training program to show your newest reps how a star talks to customers, solves problems, and closes deals. This also offers an opportunity for the new rep to ask questions and receive individualized feedback about their performance and challenges.



Partner resellers

Seasoned professional

Featured tools & resources

Just-in-time training

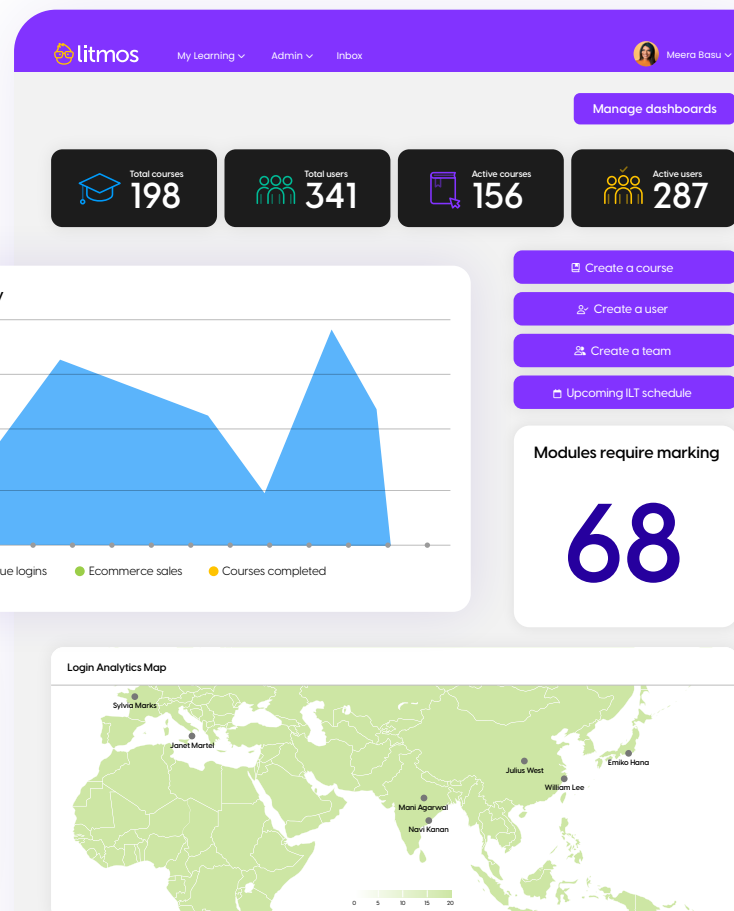
Litmos LMS gives sales enablement leaders the tools to craft and deliver just-in-time materials that can be accessed online or offline, on desktop or mobile. For ongoing onboarding, sales reps can access microlearning modules that your team creates in-house or embeds from external sources, like YouTube videos, podcasts, or PDFs.

Reporting and notifications

To help provide real time-feedback, sales managers can monitor learner progress through Litmos reports and notifications. Accessing on-demand insights into learning performance metrics (grades, completions, or overdue assignments, for example) can empower managers to provide more tailored sales coaching and mentorship.

Training within CRM

Add training into the flow of work and leverage the power of your CRM with Litmos Connector for Salesforce. In addition to providing training directly in the system your sales reps work in most, Litmos Connector for Salesforce allows managers to view training and sales data together to measure training effectiveness and define business rules for course recommendations within leads and opportunities.



New Hire

Entry-level professional

Established salesperson



The established salesperson

Your experienced sales professionals and managers need training too, and not just a once-a-year conference or product training. While training events have their place in a learning program, your established sales pros need a little bit more to stay motivated and keep them feeling fulfilled in their roles.

To build a training program that supports their needs, focus on the following training strategies

Training for performance gaps

As the world has changed, so has sales. Many experienced salespeople had to learn new skill sets on the job in the last few years – [58% of workplaces reported skill transformation since the pandemic](#) – but they may still feel inexperienced when it comes to those new skills. For example, a recent survey found that [salespeople feel adrift when it comes to virtual selling](#); 40% lack knowledge and 29% lack training when it comes to building trust with clients virtually. By assessing your team's skill gaps, you can design training that will address your reps' needs.

Coaching

One on one manager-to-salesperson coaching time is critical to understanding individual training needs. One sales professional might have a tough time with objections. Another might need work when it comes to cultivating relationships with prospects. Coaching allows you to offer real-time training and feedback to each of your team members.

Enablement

According to a [report from Sales Enablement Pro](#), strong sales enablement leads to higher engagement. Sales enablement is a way of offering ongoing support to your sales reps. A sales enablement program gives your team everything they need to be more effective at selling: resources, playbooks, content, training, and anything else sales teams might need to do their jobs well. This means ongoing training and support of all kinds.



Partner resellers

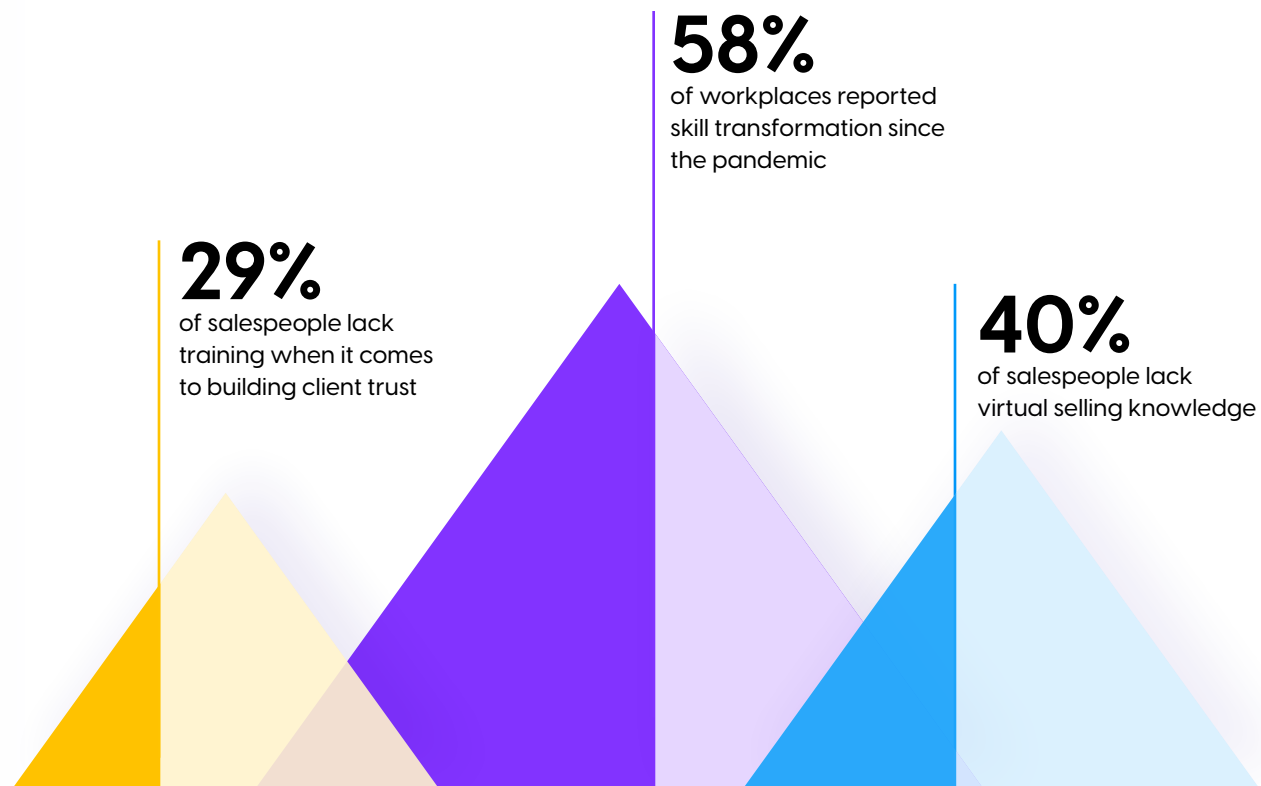
Seasoned professional

Adaptive selling

Customers have higher expectations than ever before. According to [Salesforce's State of the Connected Customer Report](#), 73% of customers expect companies to understand their unique needs and expectations, 62% expect salespeople to anticipate their needs, and 56% of customers expect offers to be personalized. Adaptive selling is a sales methodology that involves a tailored approach to each individual customer. Training reps to sell adaptively means giving them tools and techniques to evaluate each customer's needs and adapt their sales pitch accordingly.

Cross-functional training

Does your sales team feel they work in a silo? If so, that creates problems for the organization. When a team is working in isolation from their colleagues in other departments, they often lack the ability to actively communicate about their roles, or to collaborate across teams. Training cross-functionally helps team members across your organization learn to work more cohesively and effectively.



Featured tools & resources

Virtual instructor-led training (VILT)

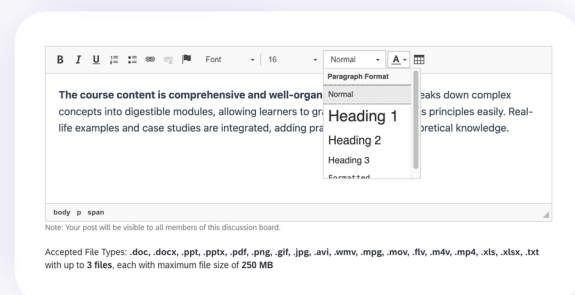
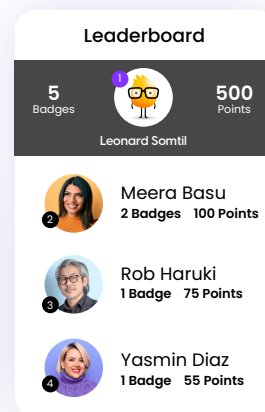
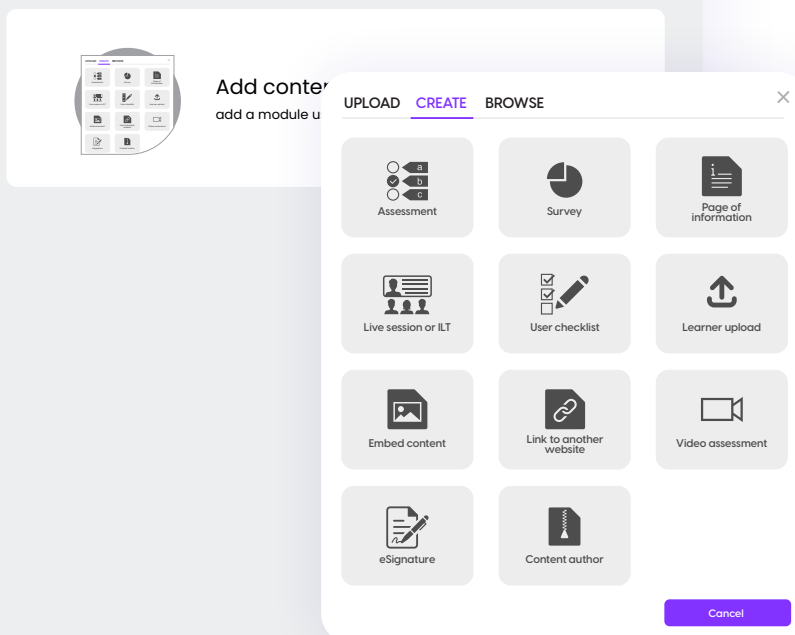
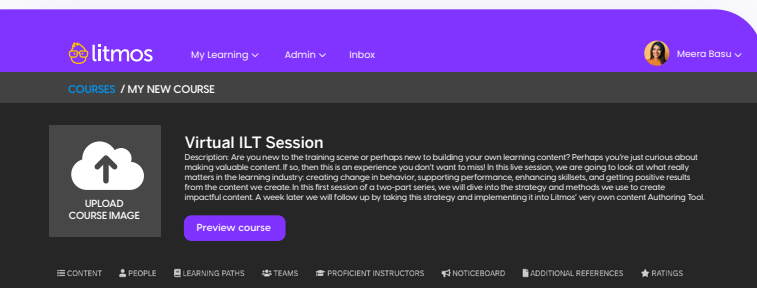
For globally distributed or remote teams looking to improve cross-functional training, virtual instructor-led training (VILT) can be a powerful tool. Features like [Litmos' ILT module](#) lets you run live or instructor-led training sessions within your Litmos LMS so that remote learners can get all the benefits of an instructor-led session.

Discussion forums

Allowing learners enrolled in courses or a learning path to discuss the material with others across departments or functions can be a powerful retention tool. Forums are an effective means of social connection in a learning context. Litmos discussion forums allow users to carry on a discussion about a specific course or learning path.

Gamification

Litmos offers a range of gamification features to help increase engagement, motivation, and learning for more experienced salespeople. Features like leaderboards, achievements, and badges can be used to reward and recognize learners and to drive collaboration and competition.



“

Empowering your sales team with the right knowledge and skills is not just an investment; it's a strategic imperative. Sales enablement transforms potential into performance, aligning learning with action to drive success in every interaction.

Lauryn Sefcik

Enablement Operations Manager



New Hire

Entry-level professional

Established salesperson



Partner resellers

Your sales professionals aren't always employees. Channel partners and other resellers also need to understand how to sell your products and services. Partners are the face of your brand for many customers, so it's important to create a training program that provides them with the skills they need to do that well.

How can you support your partners and other re-sellers through training? Here are a few areas worth focusing on

Onboarding

Because partners are vital to your success, you need to make sure that you ramp up new partners quickly so they can start selling and supporting your product. A strong onboarding program ensures they understand your product, your ideal customer and how you want them to engage with customers.

Product training

Being a partner often means being certified by a company both to sell and support its products – it means a partner is a proven expert and has your seal of approval. Because of this, product training is a crucial piece of your partner training program. In fact, partners say [they are most in need of continuous technical product training](#).

Sales training

Sales training is the most popular form of support offered to partners, for obvious, revenue-related reasons: half of organizations attribute [more than a quarter of their revenue](#) to partner sales. Because a partner's most important role is often to sell a solution, partners may need sales training – to get your company's message across correctly, to know how to talk to customers about a specific technology, and for tips about messaging.



Partner resellers

Seasoned professional

Support your partners and resellers with Litmos extended enterprise

A powerful and immediate way manage the business side of training, Litmos Extended Enterprise is highly configurable: just use the modules you need and easily brand them according to your company's guidelines.



Increase revenue by selling localized training packages to customers, partners and affiliates



Maintain corporate website branding and navigation globally with localized content and classes



Track effectiveness of your external training program through reporting and analytics



Globally support multiple payment methods, taxation, currencies, and currency conversion



Automate training with subscriptions, vouchers, credits and certifications



Localize pricing, language, branding and communications



Support classroom, virtual classroom, eLearning, onDemand training and blended offerings



Automate revenue recognition to review revenue



Operate as one global team



Speed up content creation with AI, turning experts into producers for up-to-date partner materials.

New Hire

Entry-level professional

Established salesperson



The seasoned professional

They understand the sales role and sales process. They're often your sales stars. They know how to sell, and they know your product well. That doesn't mean that seasoned sales professionals don't need training, however. In fact, as emerging or aspiring sales leaders, your veteran salespeople may require more in-depth, one-to-one learning opportunities to stay invested in their roles and motivated to stay.

Investing in leadership training and mentorship for seasoned sales professionals is a must for retention and growth

Leadership training

When sales professionals want career opportunities and don't get them, they're likely to leave your company.

[A recent study](#) shows that sales leaders who have left their jobs in the last two years cite lack of advancement opportunities as their reason for leaving. Leadership training is an answer to that. It's also a differentiator:

[Harvard Business Review's State of Leadership](#)

[Development report](#) found that 43% of businesses – mostly small businesses without large development budgets – have inconsistent or underperforming leadership training programs. Offering leadership training can keep top-performing sales professionals from leaving and can also allow you to grow your own management in-house.

Mentorship

Your seasoned professionals might be used to being the mentors for less-experienced sales reps, but it's important that they receive mentorship as well. This is particularly important if they are considering moving into a leadership position. By working with a mentor who is already a leader, your experienced sales pros can see what leadership entails, what skills they'll need to hone, and what credentials they might need to move from the sales team to a higher position.



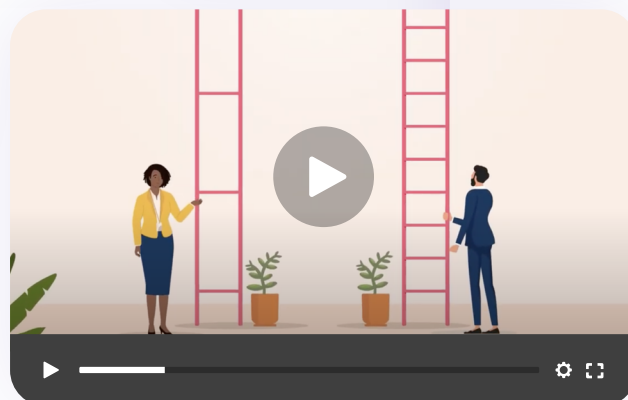
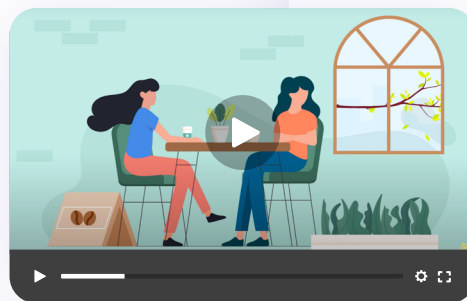
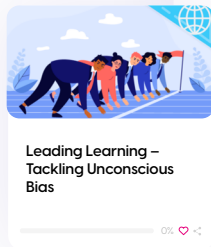
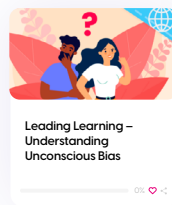
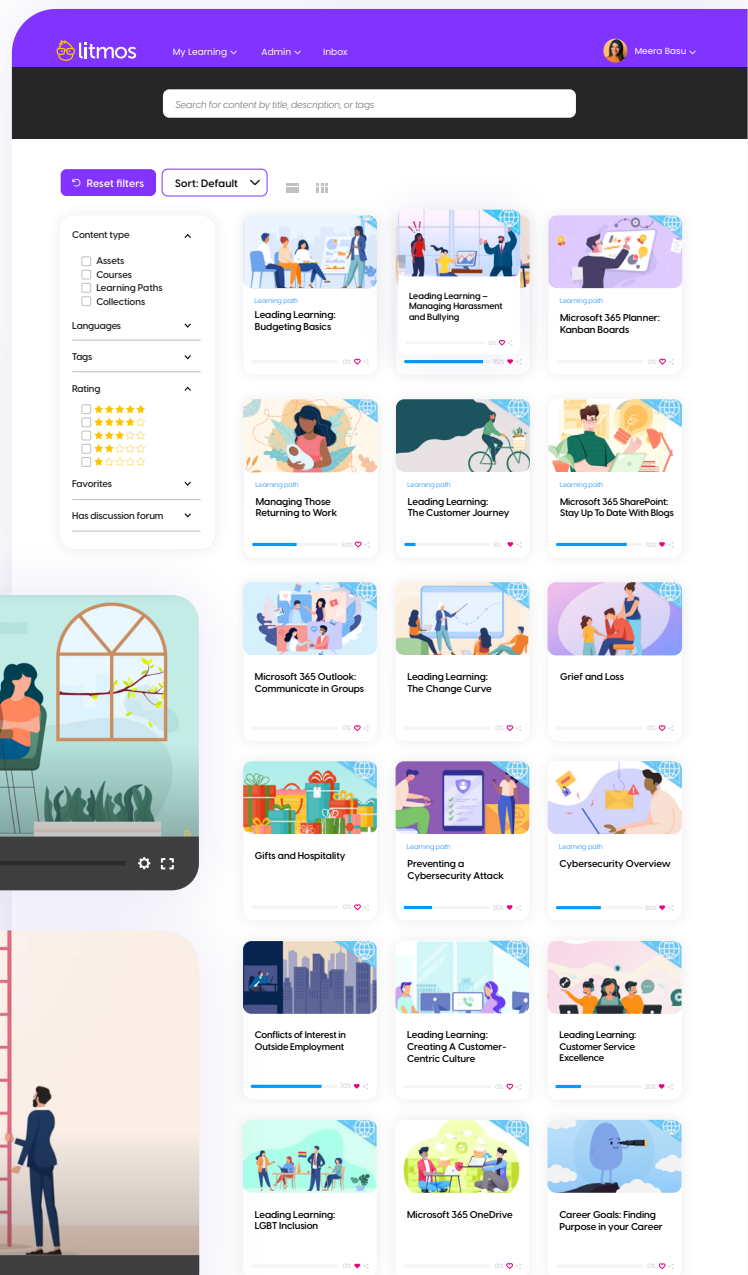
Partner resellers

Seasoned professional

Featured tools & resources

Engaging leadership courses

Litmos offers a robust library of pre-built [leadership courses](#), covering topics such as innovation, strategy, pragmatism, multi-generational management, and more! This library of courses help sales leaders drive results and career growth through professional development."



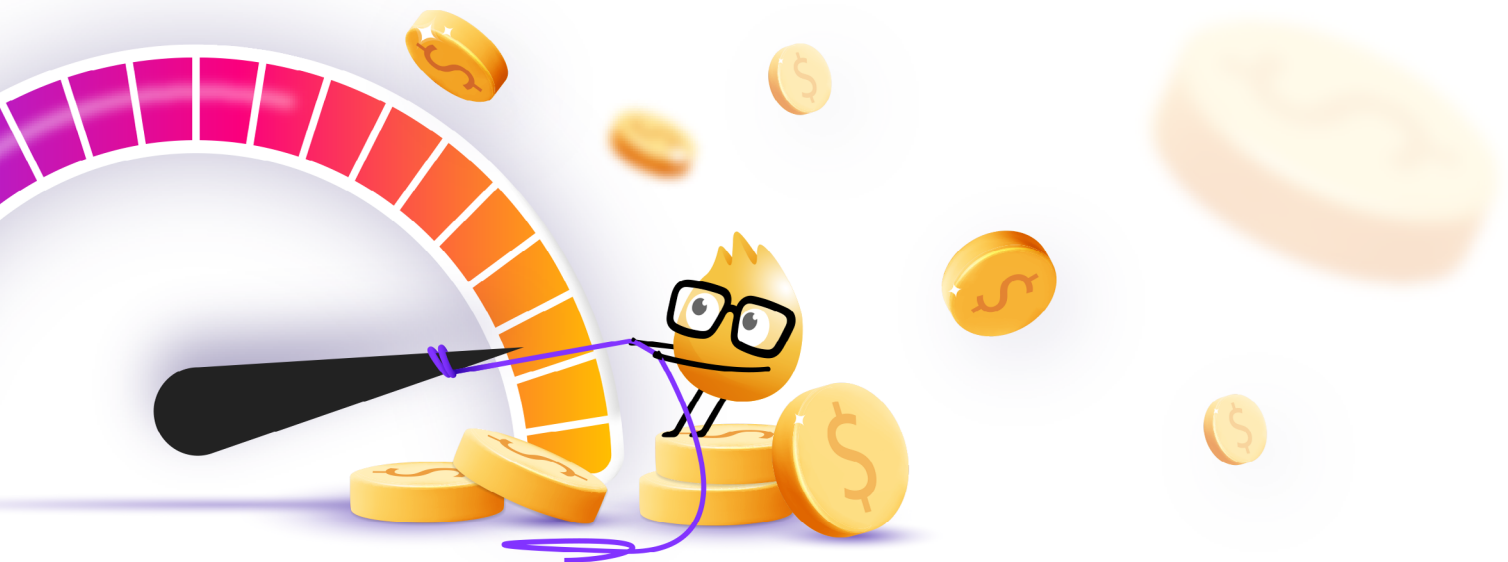
Is your training maximizing your sales team's potential?

To empower sales reps and partner resellers at every stage, the right training is key

By providing continuous and customized training for your revenue team, you're demonstrating a commitment to their professional development and growth and improving the odds that they'll stay with your company. Providing continuous and necessary compliance training will also support a positive work environment and ensures your revenue teams are working within proper legal guidelines. From delivering training directly in CRM tools, to virtual instructor-led training sessions, to skills-building online modules, leveraging the right learning tools or LMS can help your organization create comprehensive training programs that reduce turnover costs and maintain a stable, experienced sales team.

We hope that the information provided in this guide has given you the framework to build a sales training strategy that meets the diverse needs of your sales team, and that you're inspired to rev-up your revenue through more effective sales training. Start your free trial today to see how Litmos can contribute to your sales success.

[Start a free trial](#)



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Rev up your revenue engine. Support training at every stage of a revenue team member's career with Litmos solutions

Speak to an expert

Start a free trial

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