

THE EVALUATOR PROGRAMME

Introduction

Many people think that sales training is easy to measure: more sales = good training. In practice, if your sales cycles are long and complex, it can be very difficult to measure the impact and value of a sales training programme.

The Sales Training Evaluator Programme (STEP) is an essential part of evaluating the effectiveness of sales training. STEP is based around a clear sales process (if you haven't got one then please look at our Consultative Selling Workshop), and provides both highly accurate training needs analysis and a straightforward process to measure success, even where sales cycles are long and complex.

What's Involved

- Our consultant will work with a small team from your organisation to gather the required evaluation data
- The team from your organisation is likely to include the Sales Director, the Training Manager, the project sponsor and one or two delegates from the sales team
- **Stage One** – interviews with each of the team members to establish outcomes (this could include a survey to a larger number of delegates depending on project size)
- **Stage Two** – consultant-led workshops creating models of excellence against which future high performance can be modelled
- **Stage Three** – evaluation reports delivered by The ROI Academy™
- **Stage Four** (optional) - license and set up of tools for ongoing in-house evaluation

Benefits

The programme will:

- create a template of the 'ideal' sales person for your organisation
- identify clearly the skill differences between high performers and the rest
- assess sales people's current skills against that required for each stage of the sale, both individually and in teams
- specify how to move all your sales people closer to the 'high performers'
- track increase in skills during the programme both individually and in teams
- use The ROI Academy™ tools and techniques to estimate and measure the actual value of your sales training even where sales cycles are long and complex
- provide web-based reporting tools, easily downloaded into management reports – simplifying your reports



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