

Hiring a *Sales Training* Provider

Sales leaders, learning and development, and sales enablement professionals face a heavy lift as they embark on selecting a sales training provider to deliver effective sales training that gets results. Use this checklist to ensure you consider and evaluate the sales training providers you're vetting on 22 critical factors. On the last page, we provide a space to compare multiple sales training providers using this criteria.

1. TRANSFORMATIONAL EXPERIENCE

Approaches sales training as a change management initiative. Training is crafted, delivered, and designed to enable sellers and the organization to get results. Understands how adults learn, how people work (and work together), and how behaviors change.

2. VALUE

Understands how this sales training will help your sellers drive more customer value. Delivers sales training that connects directly to the value sellers can bring forth to your buyers.

3. LEADERSHIP SUPPORT

Can garner buy-in and support from your leadership. Your leadership is committed to working with the training provider and the sales training program to help execute training, as well as monitor its application.

4. SALES MANAGER TRAINING AND COACHING

Offers a coaching process that enables sales managers to support their teams so sellers know exactly what to do, have support for when they're not in their comfort zone, get feedback to calibrate their behaviors, and are held accountable for taking action and being productive.

5. MOTIVATION

Explicitly builds this critical success factor into their training. Not everyone is [motivated](#) by the same things, but without it, you won't change sellers' behavior.

6. PROVEN RESULTS, CASE STUDIES, AND REFERENCES

Has demonstrated experience and achieved results in changing seller behavior and making training stick long term. Strong record of implementation and client service. Review the providers' awards and case studies. Ask to speak to references for candid information on what it's like working with provider.

7. INDUSTRY EXPERTISE

Has deep experience in your industry. Understands your industry's challenges, business model, current issues and changes, and selling environment. Without industry experience, trainers will be hard pressed to keep sellers engaged and involved with the training.

8. RESEARCH-BASED TRAINING

Delivers research-backed training. Sales training providers that conduct their own research can share relevant insights and strategies for succeeding with buyers based on current, and anticipated, conditions.

9. VARIETY OF DELIVERY METHODS

Delivers multi-modal training to boost retention and application. This can include instructor-led training (onsite and virtual), eLearning, mobile, email, video, microlearning, simulations, gamification, and coaching.

10. SIMPLE AND RICH METHOD

Their sales training content is simple to digest, understand, and apply with deep and rich layers for advanced understanding and application.

11. REINFORCEMENT

Offers robust and just-in-time reinforcement utilizing modern learning technologies such as video, simulations, AI, microlearning, tools, etc.

12. COMMON LANGUAGE

Offers a common language throughout the portfolio of programs with tools that build upon each other.

13. TOOLS TO TRANSFER TRAINING TO THE JOB

Offers the right amount of—and not too many—tools that are easy to use and help sellers transfer new skills to the job.

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□ 14. BREADTH AND FLEXIBILITY OF OFFERINGS

Offers training in the specific and focused areas your sellers need. Can quickly customize training curricula to meet the specific needs of your sellers and the organization, and are laser focused on exactly the skills they need.

□ 15. CUSTOMIZED TRAINING

Supports and encourages tailoring and customization, including examples, templates, planners, case studies, and so on. Training is tailored to your industry, market, offerings, and selling situations so it's engaging to sellers; the skills learned will be adopted and used because they actually help sellers get results.

□ 16. FOCUS ON SALES TRAINING

Has a primary focus on training specific to sales (versus general negotiation, productivity, account management, or primary focus in leadership or HR training).

□ 17. RESULTS-FOCUSED WITH MEASUREMENT

Asks appropriate questions about the results you're looking to achieve and business metrics you're looking to drive. Solutions are tailored to drive those metrics with measurement built into the process.

□ 18. SALES ENABLEMENT TECHNOLOGY

Offers a robust sales enablement platform that's easy to use, optimized for sellers, and provides easy-to-access resources for sellers (e.g., tools, templates, planners, checklists), practice and reinforcement, and reporting.

□ 19. GLOBAL CAPABILITIES

Is experienced and equipped to meet the challenges of crafting, delivering, and enabling sales training across the globe with attention to language, culture, and more.

□ 20. ENGAGEMENT SUPPORT

Offers a dedicated engagement team to ensure the successful deployment of the training (hint: this goes beyond facilitation and focuses on helping you with proper implementation, behavior change, and achievement of results).

□ 21. THOUGHT LEADERSHIP AND REPUTATION

Actively publishes articles, white papers, research, and webinars that demonstrate their expertise and understanding of the market. Ask trusted resources about providers and check top provider lists from reputable publications and industry associations.

□ 22. DEMONSTRATE THEIR OWN SALES APPROACH

Hiring a sales training provider offers the unique ability for you to experience how they sell. Do you want your sellers selling in this way? Do they follow your buying process? Do they lead great sales conversations, ask good questions, uncover your needs, present a strong ROI, etc.? Evaluate if the way the seller sells is a match to your organization's needs.

NOTES

Hiring a *Sales Training* Provider Comparison

Now that you're familiar with the 22 factors you should use when evaluating sales training providers, you can use them to directly compare the providers you're considering bringing into your organization.

EVALUATION CRITERIA

1. Transformational Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Leadership Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Sales Manager Training and Coaching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Motivation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Proven Results, Case Studies, and References	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Industry Expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Research-Based Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Variety of Delivery Methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Simple and Rich Method	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Reinforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Common Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Tools to Transfer Training to the Job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Breadth and Flexibility of Offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Customized Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Focus on Sales Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Results-Focused with Measurement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Sales Enablement Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Global Capabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Engagement Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Thought Leadership and Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Demonstrate Their Own Sales Approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>