

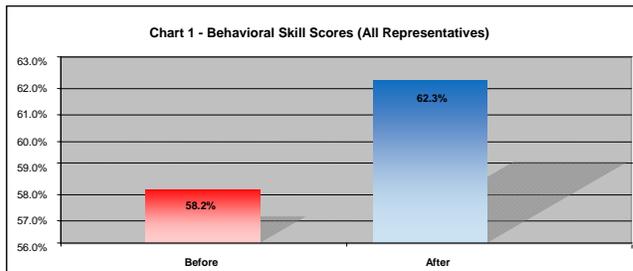
Sales Factor Enterprises (SFE) recently completed an intensive study to demonstrate the value of coaching as a means of improving behavioural sales skills. What they found was that sales representatives that were provided with 9 weeks of ongoing coaching after a 2-day training session improved their sales skills by 10%. Those not provided ongoing coaching did not improve at all.

## Methodology

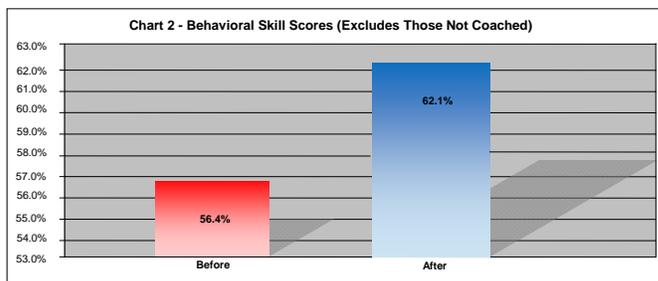
From the period of November 6, 2007 to November 10, 2008 a total of 2,020 sales representatives from over 100 companies went through a skills based assessment that tabulated their skill level across various sales disciplines:

- Territory Management
- Prospecting
- Consultative Selling
- Presentation Skills
- Negotiation Skills
- Major Account Planning

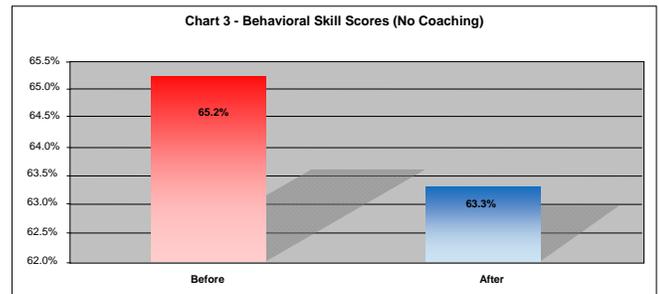
The overall behavioural sales skills score before training was 58.2%. Subsequent to the training and coaching, the average moved up to 62.3%, an increase of 7.1% (Chart 1), which represents significant positive revenue implications\*.



When we extracted those representatives that were not provided ongoing coaching the overall benchmark was 56.4%. Subsequent to the training and coaching, the average moved up to 62.1%, an increase of 10.0% (Chart 2), which represents even more significant positive revenue implications\*.



This led us to looking at those representatives that did not receive ongoing coaching. This group's benchmark was 65.2%. Subsequent to the training, the average moved down to 63.3%, a decrease of 2.9% (Chart 3), which represents no statistically relevant revenue gains or losses\*.



The findings suggest that training without coaching has little impact on changing behavioural sales skills. When coaching is provided as a means of reinforcing the training, there is a statistically significant improvement in behavioural sales skills.

## \*Revenue Implications

SFE has been able to quantify behavioural sales skill scores and its relationship to sales. Having worked with over 200 companies, SFE has determined that an increase of 1% in behavioural sales skill scores equates to approximately 0.65% of total revenue. E.g. A \$200M company that improves overall sales skills by 5% will net \$6.5M in additional sales over a 12-month period (0.65% x 5% x \$200M).

**Note:** to be statistically significant a minimum 5% variance to the benchmark is necessary (e.g. 50% benchmark +/- 5% = 47.5% or less, 52.5% or greater.)

## About Sales Factor Enterprises

Sales Factor Enterprises (SFE) is a performance improvement company that prides itself on Delivering Results, Not Events. Designed to deliver a measurable return on your investment, our ROI-E's process allows us to partner with our clients in three ways:

1. **EXAMINATION STAGE** – our Team Insight™ tool helps the salesperson become self-aware of their own behavioural skill gaps benchmark - this makes for a more "training receptive participant" that will learn and apply the skills learned in the classroom, leading to greater success in the field.
2. **EXECUTION STAGE** – we then develop a rigorous training plan that is tailored to the skills gaps - making the training more relevant to the participants. The principles learned are then reinforced One-on-One in the field for a period of 9-12 weeks.
3. **EVALUATION STAGE** - we evaluate the impact of our working together to ensure that we produced an ROI for your company. During the Examination stage, our Team Insight™ provided a skills benchmark. After the training is completed and at the 6-month mark, we can now measure how these skills have improved using our Behaviour Impact™ technology.

To learn more about Sales Factor Enterprises:

Visit our website: [www.salesfactor.ca](http://www.salesfactor.ca)

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Call 1-888-511-2817