

Sales Training

Please answer the following questions to assess the nature and scope of sales training that you provide to your sales team.

While answering the questions, please communicate what you do actually and not what you feel you should do.

1. How do you conduct a TNA (Training and Need Analysis) for freshers who join your sales team?
 - a) All freshers need the same training; hence no TNA is done for them.
 - b) TNA is based on my gut feeling
 - c) We have a structured approach to TNA. Please find details enclosed.
 - d) We hardly have enough time to train so there is no question of any TNA.
 - e) We don't get good salespersons and hence never felt like conducting a TNA for them.
 - f) I have never heard of TNA
 - g) Any other response _____
2. What is the lesson plan for training freshers in your organisation? If you have a lesson plan in place, please share the same with us.
3. What is the pedagogy followed for training in your organisation?
 - a) Classroom training
 - b) Role Plays
 - c) Theatre
 - d) Case Studies
 - e) Experiential Learning
 - f) Hands on
 - g) Situation Reaction Study
 - h) None of the above
 - i) All of the above
 - j) Anything different from above mentioned options

4. Who imparts sales training in your organisation? _____
5. Is the sales trainer
 - a) Certified and Trained as Trainer
 - b) Is a good performer and hence given the task of training
 - c) Not a very good performer and hence the office job of training is given to him since his product knowledge is very good
 - d) Ready to work on targets
6. What are the milestones that the trainer expects to achieve?
 - a) No milestones defined
 - b) Milestones are never achieved if documented
 - c) Milestones vary from person to person , product to product and market to market

- d) Yes, we have milestones defined. (Please share a copy of the same with us)
7. At what time do you schedule your sales training programs?
- a) Peak performance time
 - b) Lean time of the day
 - c) Holidays and Weekends
 - d) Nothing is fixed. Whenever we have time.
 - e) No sales training is given till the fresher brings the first sale
8. How do you correlate training to performance?
- a) Training increases performance
 - b) No effect seen post training
 - c) The positive increase in sales was very low compared to investment on training
 - d) No effect of training. We just give training so that the executives feel good about us.
9. How do you correlate training on productivity?
- a) Training increases productivity
 - b) No effect seen post training
 - c) The positive increase in sales was very low compared to investment on training
 - d) No effect of training. We just give training so that the executives feel good about us.
10. How do you monitor the key deliverables of a training program after the training program is over?
- a) Map data , industry wise
 - b) Tele calling
 - c) Survey
 - d) Opinion Polls
 - e) CRM initiative
 - f) Study incremental sales
11. What are the learning aids used by your sales training team?
- a) Practice workbooks
 - b) Videos
 - c) Audio
 - d) FAQ booklet
 - e) Sales Manual
 - f) Mock drills
12. What is the periodicity of conducting sales training interventions?
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13. How do you rate your sales training program internally?

(Signature of client)

(Signature of client)