

Sales Training Research: Success Strategies for 2025



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Why This Research



Understand top priorities for Sales Leaders in 2025

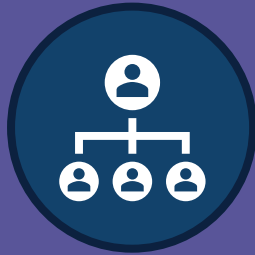


Uncover best practices and strategies of winning teams



Implications for sales performance

About the Research



208 North
American B2B
sales leaders



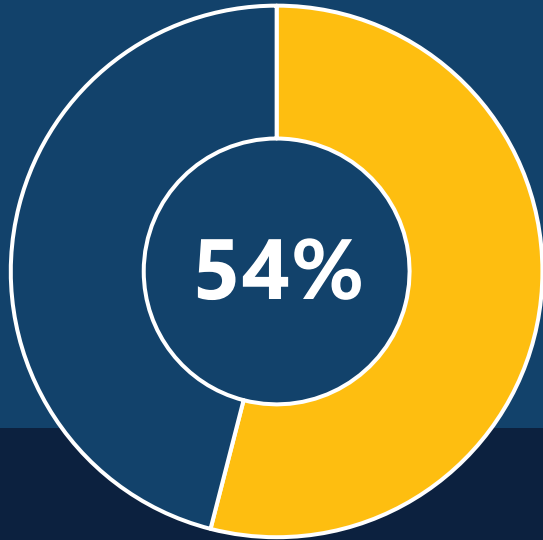
13
industries



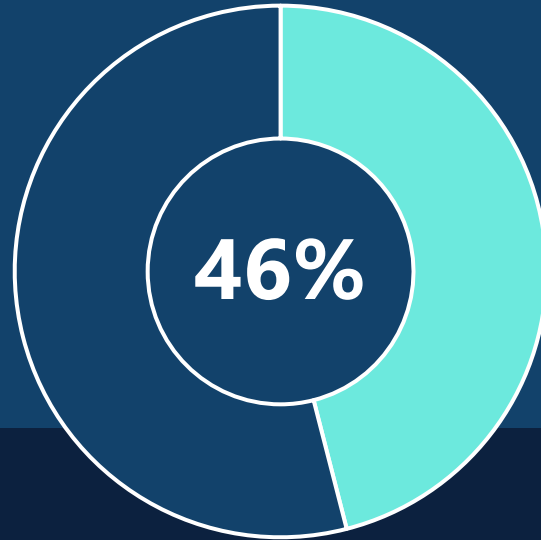
Organizations
with revenue
> \$50M

Top Strategic Sales Priorities in 2025

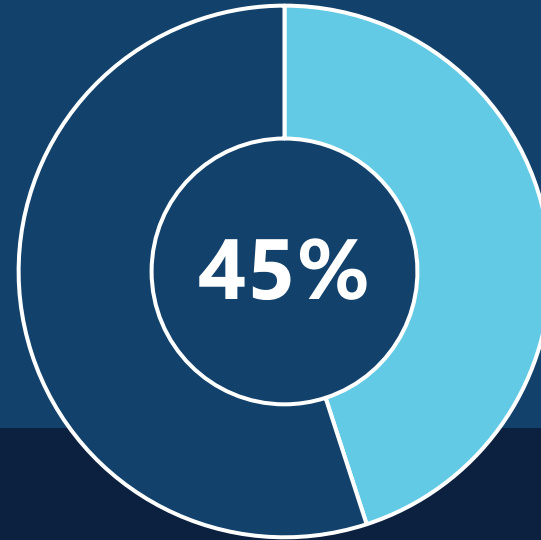
(% of Leaders Who Selected)



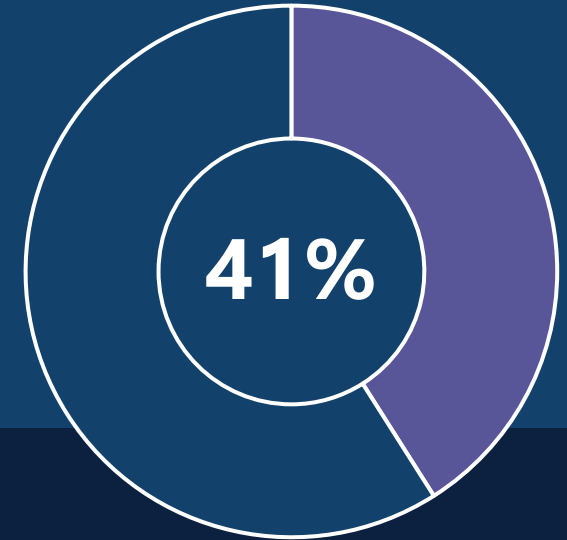
**Increase
customer
retention**



**Strengthen
margins/
profitability**



**Win new
accounts**



**Expand
into new
markets**

Top Sales Training Priorities for 2025

(% of Leaders Who Selected)



What is an Elite Sales Team?

- ✓ Finished more than 120% ahead of goal in 2023
- ✓ Expected to finish well ahead of goal in 2024

Best Practices of Elite Sales Teams



Extensive onboarding



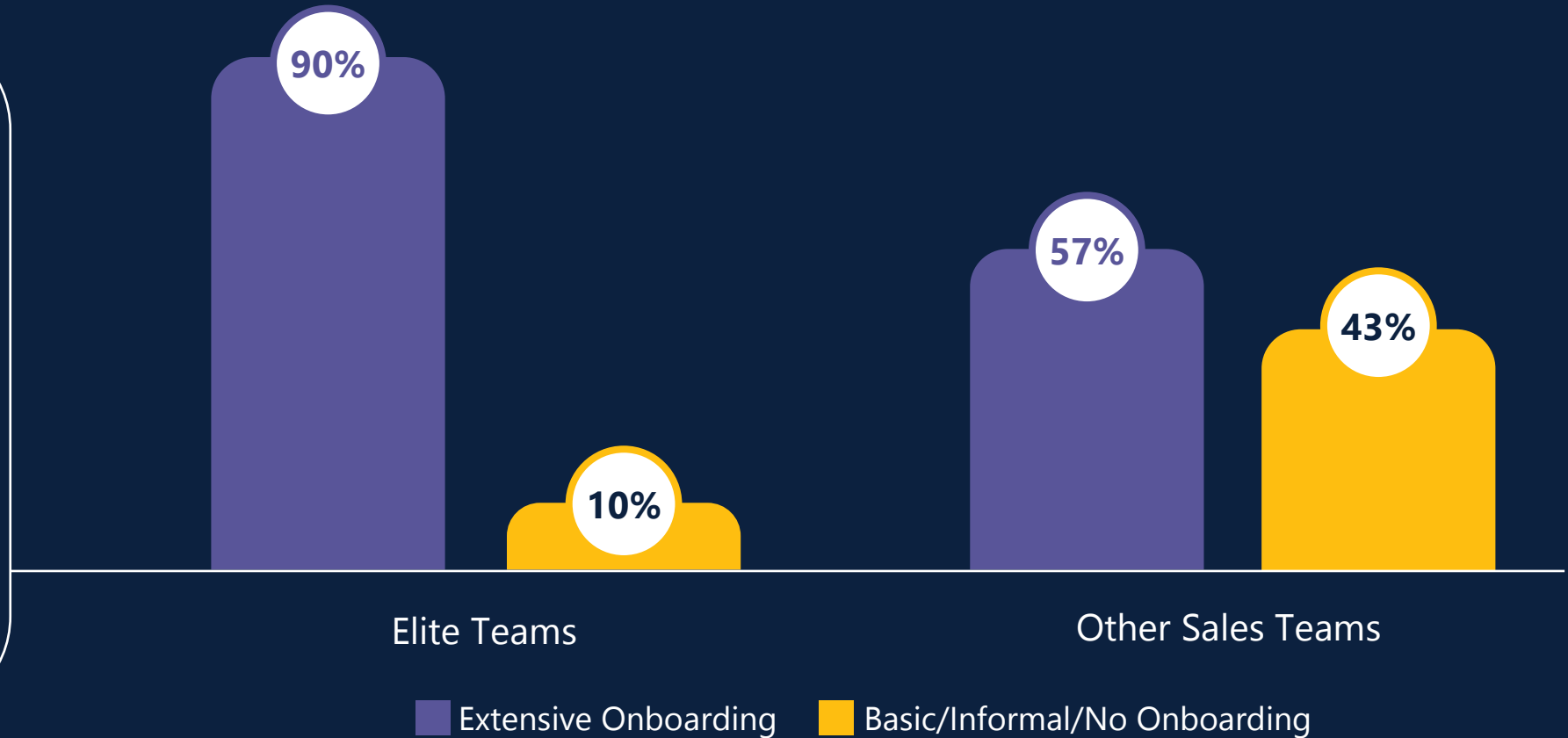
Targeted selling skills training



Strong coaching cultures

Extensive Onboarding

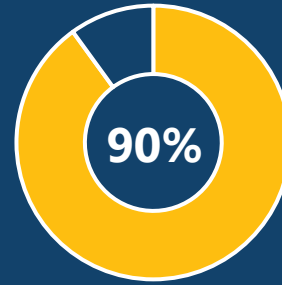
90%
of elite teams
provide new sellers
with structured,
comprehensive
onboarding



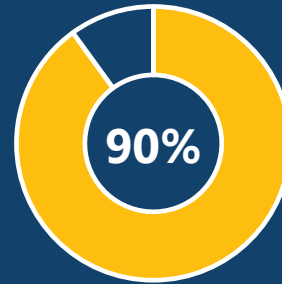
Sales Professional Development



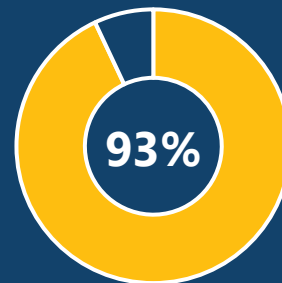
Targeted Selling Skills Proficiency



of elite teams are effective at **identifying the decision-making criteria** in the buying process



of elite teams are effective at **demonstrating ROI** to their customers



of elite teams are effective at **confidently asking for the business** in the closing step

The IMPACT Sales Process

UNDERSTAND

70%



INVESTIGATE

- Positioning
- Prospecting
- Pre-Call Planning



MEET

- Build trust as a strategic advisor
- Create positive impression



PROBE

- Ask questions to determine needs and wants

PERSUADE

30%



APPLY

- Build value formula
- Connect recommendation to needs and wants



CONVINCE

- Justify price
- Prove claims



TIE-IT-UP

- Ask for the business
- Determine next steps

Strong Coaching Culture



83% of elite teams are effective at deal coaching



79% of elite teams are effective at pipeline coaching



72% of elite teams are effective at joint call coaching

Coaching is critical when your strategy is to build opportunities with new accounts.

Takeaways to Achieve Your 2025 Goals

1

Develop a Formal Onboarding Process.

2

Strengthen Discovery and Value-Based Selling Skills.

3

Align Coaching and Development with Strategic Priorities.

Download the full report



Get in Touch



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Sales Process and Skills
Training Program

Sales Leadership Accelerator
Training program for
Sales Leaders

Sales Assessments
For hiring, onboarding,
and coaching