

The ROI of Sales Training - Supercharge your Sales Team

Investing in sales training can yield significant returns on investment (ROI) for businesses. There are several recent research findings to support this:

A 2023 research study from SNHU reveals that **investing in sales training can yield an astounding ROI of up to 353%**. This means that **for every dollar spent on training, organizations can expect to receive a return of \$3.53.**



**Southern
New Hampshire
University**

ABERDEEN
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— ILLUMINATE. INSPIRE. IGNITE. —

According to research by the Aberdeen Group, companies that provide formalized sales training programs see a **32% increase in year-over-year revenue, compared to a 7.8% decrease for companies without formalized training.**

CSO Insights, a research firm specializing in sales effectiveness, found that organizations with a formal sales process and training program in place **achieve 28.6% higher win rates compared to those without formal processes.**



CSO Insights
The Research Division of Miller Heiman Group



**Harvard
Business
Review**

A study published in the Harvard Business Review found that **salespeople who receive just three hours of training per month exceed their goals by 7%**, compared to those who receive two hours or less of training, who miss their goals by 8.4%.

Forrester Research has shown that **organizations that invest in sales training see an average of 69% improvement in the quality of their sales teams**, leading to increased productivity and revenue generation.

FORRESTER®



The Training Industry Report on corporate training found that **companies that invest in sales training experience a 24% higher profit margin** than those who don't.

The American Society for Training and Development (now ATD) **reported that organizations with comprehensive training programs have a 218% higher income per employee** than those with less comprehensive training.



Association for
Talent Development