

Groundbreaking Whitepaper Reveals Companies Don't Know If Billions Spent on Sales Training Pays Off, Outlines the Best Sales Training Practices to Ensure It Does

Free Link to Whitepaper: www.e-thinkinc.com/2008/media.html

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Chicago, Ill. (February 8, 2008) – American companies spend \$7.2 billion a year on sales training – that's an average of \$347,000 per company according to Selling Power magazine. Yet, most organizations are clueless about whether that investment is paying off says a just-released whitepaper developed by Think! Inc., a Chicago-based global negotiation strategy consultancy, in conjunction with Selling Power magazine and the Professional Society for Sales and Marketing Training.

“Enable Your Growth Strategy in 2008: How to Achieve ROI on Sales Training” is available free at www.e-thinkinc.com/2008/media.html. Download it to find out:

- The common mistakes other companies make that render training ineffective.
- Three key practices that ensure training significantly drives organizational competency and revenue growth.
- Why training must powerfully connect to business strategy and how to make it happen.

To define the best sales training practices, nearly 30,000 sales executives and consultants were asked to complete an electronic survey only if they had been involved in a sales training program where the prescribed process was systematically executed across the organization (as opposed to training that was merely a one-time event). Executives and consultants from more 150 organizations responded. The electronic survey was followed up by personal interviews and focus groups.

These efforts revealed that merely 36 percent of the respondents measure their sales training effectiveness; and worse yet, those measurements are inaccurate.

“The enormous sales training investment that corporations make every year does not surprise me; after all, selling is the only way businesses can drive growth beyond mergers and acquisitions,” explains Brian Dietmeyer. “What I find shocking is how poorly the outcomes are measured. Through our research, we discovered most measurement is either anecdotal or based on leading indicators such as sales revenue growths or the close-win rate. This is not scientific; it doesn't consider outside factors influencing success that have nothing to do with the effectiveness of the sales professional.

“Businesses simply cannot afford to spend hundreds of thousands of dollars on training that their sales professionals aren't using – and we discovered that's exactly what's happening across the nation.”

The whitepaper provides real-life examples of sales measurement that are efficient, effective and accurate and it explains how to apply these measurement principals to your own organization. What's more, it discusses why it's critical that companies identify one or two sales training initiatives that will drive success and how to execute them for optimal success.

“This whitepaper is a wake-up call for sales organizations everywhere,” says Gerhard Gschwandtner, publisher of Selling Power magazine. “There's an abundance of sales knowledge in the marketplace, yet organizations still don't understand how to make the most of it. This whitepaper will point them in the right direction and help them achieve their revenue potential.”

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About Think!

Think! Inc. is a global consultancy redefining business negotiation; their approach has resulted in impressive returns on investment for leading corporations such as Federal Express, Monster, Ryder, Coca-Cola, Maersk, SkillSoft, Symantec and Alcatel-Lucent. For clients who ask Think! to do return-on-investment analyses, the outcomes are impressive – most experience at least a 200 percent ROI within a year of implementing Think!'s strategies and processes. This is why: they simplify negotiation through three simple elements that are woven into their clients' unique sales structures and cultures. This helps sales professionals control negotiation outcomes by identifying and leveraging their value to the customer and their customers' value to them. Think! offers a wide range of services from two-day Strategic Negotiation™ workshops to organizational negotiation solutions. These provide a common negotiation goal, language and process, resulting in consistent customer and competitor messaging, internal alignment, and creation of true business value. For more information, visit www.e-thinkinc.com, or call 1-312-850-1190.

About Selling Power

Selling Power is the world's leading business-to-business sales management magazine, with a circulation of 138,000 in 67 countries. The editorial objective of *Selling Power* is to empower top sales executives with the strategic knowledge, tactical skills, and creative motivation necessary to lead their sales forces to higher sales and profits. *Selling Power* magazine attracts readers seeking solutions to sales management challenges such as planning sales meetings and conferences, incentive rewards and travel, presentation techniques, lead management, automotive fleet services, CRM solutions, training, recruiting, hiring and testing. *Selling Power* readers depend on the magazine for managing a highly successful sales force.

About the Professional Society for Sales and Marketing Training

The Professional Society for Sales & Marketing Training (SMT) is the only association fully dedicated to accelerating business results for its member organizations by improving sales and marketing performance through training. SMT's vision, since 1940, is to continue its role as the leading resource and authority for the sales and marketing training industries. SMT members include corporations and their inside training executives and practitioners, consultants, suppliers, and academic institutions.