10 Alarming Sales Training Statistics You Need to Know in 2022

57%
increase in sales effectiveness over competitors that do not invest in training. (Task Drive)

20%
bosst in performance experienced by companies that implement sales training. (Spotio)

50%
higher net sales per sales rep due to continuous training practices. (The Brevet Group)

80%
of high-performing sales teams say they would rate their training as very good or outstanding. (Salesforce)

17%
of companies say they have an effective training program. (Task Drive)

25+%
of all sales representatives say that their company's training offered little to no benefits. (Task Drive)

70%
of all sales people say they have not received any formal training in sales. (Task Drive)

46%
of sales reps didn't plan on establishing a career in sales initially. (Uplead)

84%
of sales training is forgotten within three months, which signals the need for continuous training. (Spotio)

59%
of companies, say the biggest obstacle to effective sales training is accountability. (Brain Shark)

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