Driving Sales Success Through ROI Measurement Training Course



09 - 13 Nov 2026

California

7900 € (Per Person)

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Course Introduction / Overview:

In today's competitive business world, sales success is not just about making a sale, it is about proving the value of every action and investment. The ability to measure the return on investment (ROI) for sales training is essential for demonstrating its impact on the bottom line. This intensive training course, presented by BIG BEN Training Center, moves beyond basic sales metrics to give participants the skills needed to create a clear link between training initiatives and tangible business outcomes. We'll delve into frameworks like the Kirkpatrick-Phillips model, which provides a comprehensive method for evaluating training at five distinct levels, from immediate reaction to measurable ROI. By focusing on key performance indicators (KPIs) like win rates, sales velocity, and customer lifetime value, participants will learn how to accurately calculate the financial impact of their sales enablement efforts. We'll explore core concepts from academic work, like Dr. Jack Phillips's book, The Bottomline on ROI, which is a recognized authority on the subject. Through this course, professionals will learn to use data-driven insights to make a compelling business case for sales training investments, ensuring that every dollar spent contributes directly to profitable growth and sales success. This program is designed to help you not only measure, but also maximize the return on sales training, turning learning into a powerful driver of revenue generation and organizational success.

Target Audience / This training course is suitable for:

- Sales managers and directors.
- Sales operations and enablement specialists.
- Training and development professionals.
- Business and financial analysts.
- Marketing and product managers.
- Organizational leaders and executives.
- Anyone involved in measuring sales performance and training effectiveness.

Target Sectors and Industries:

- Technology and software.
- Manufacturing and industrial.
- Financial services and banking.
- Healthcare and pharmaceuticals.
- Retail and consumer goods.
- Government agencies and equivalents.
- Telecommunications and media.
- Professional services and consulting.

Target Organizations Departments:

- Sales departments.
- Human resources and training.
- Finance and business operations.
- Marketing and product development.
- Corporate strategy.

Course Offerings:

By the end of this course, the participants will have able to:

- Calculate the financial return on sales training investments.
- Identify key sales performance indicators (KPIs) and metrics for success.
- Apply the Kirkpatrick-Phillips model for comprehensive training evaluation.
- Develop a business case for new sales enablement programs.
- Analyze sales data to demonstrate training effectiveness and ROI.
- Use a variety of evaluation methods, from surveys to impact studies.
- Forecast revenue growth based on improvements in sales skills.
- Align sales training goals with overall business objectives.

Course Methodology:

This training course uses a highly interactive and practical methodology, combining theoretical frameworks with hands-on application. Participants will be actively engaged through group discussions, case studies, and real-world exercises focused on sales training ROI. The program uses a data-driven approach, encouraging participants to analyze sample sales data sets to calculate ROI and identify areas for improvement. Role-playing scenarios will be used to simulate conversations with stakeholders, helping participants present a compelling business case for training investments. The trainers at BIG BEN Training Center will provide personalized coaching and feedback throughout the course, ensuring that each participant develops a deep understanding of the concepts and their practical application. The course also includes a structured post-course action plan to help participants implement their new skills back in their workplace, reinforcing the learning and maximizing the course's long-term impact on their organization's sales performance and revenue generation.

Course Agenda (Course Units):

Unit One: Foundations of Sales Training ROI Measurement

- Understanding the concept of ROI in a business context.
- Defining the purpose and benefits of measuring sales training effectiveness.
- Identifying the core metrics and key performance indicators (KPIs) that matter.
- The Kirkpatrick-Phillips model and its five levels of evaluation.
- Establishing a baseline for sales performance before training.
- Connecting training goals to organizational business outcomes.
- Creating a framework for data collection and analysis.

Unit Two: Calculating the Financial ROI of Sales Training

- The basic ROI formula and its application to training.
- Identifying all direct and indirect training costs.
- Quantifying the financial benefits of sales training.
- Using metrics like sales revenue, customer lifetime value, and win rates.
- Calculating the payback period for sales training investments.
- Dealing with intangible benefits and non-financial returns.
- Case studies on calculating ROI for different sales initiatives.

Unit Three: Advanced Metrics and Data Analysis for Sales Performance

- Deep dive into leading and lagging sales indicators.
- Analyzing sales pipeline metrics and their impact on revenue.
- Using CRM data to track and measure post-training behavior changes.
- Correlation versus causation, and why it matters in training evaluation.
- Segmenting data by sales team, territory, or product line.
- Using dashboards and data visualization to communicate results.
- Advanced techniques for forecasting sales and growth.

Unit Four: Building a Business Case and Communicating Value

- Structuring a compelling business case for sales training.
- Presenting ROI results to senior leadership and stakeholders.
- Addressing common objections and challenges to training investments.
- Telling a data-driven story with numbers and examples.
- Creating an executive summary that highlights the value.
- Establishing a continuous measurement and feedback loop.
- Securing buy-ins from sales teams and management.

Unit Five: Implementation and Maximizing ROI

- Best practices for integrating training and coaching.
- Using reinforcement and follow-up activities to sustain learning.
- Design training that is practical and application oriented.
- Leveraging technology and analytics platforms for measurement.
- Avoiding common pitfalls in ROI measurement.
- Creating a culture of continuous improvement and learning.
- Developing a long-term strategy for sales enablement and ROI.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an environment where sales skills are constantly evolving, how can a forward-thinking organization measure the long-term, compounding value of a single sales training intervention, beyond the initial revenue increase?

What unique qualities does this course offer compared to other courses?

This training course stands out by focusing on the crucial link between sales training and a company's financial success. Most sales training programs teach skills, but this one teaches the practical, data-driven methods to prove that those skills are generating a positive return. It goes beyond simple metrics and dives into advanced ROI calculation, using established academic frameworks. Participants will not just learn to sell better, they will learn to show the exact financial impact of their training efforts. The program is designed for immediate application, with hands-on exercises that use real-world scenarios to help participants build a compelling business case. The course is built on the belief that for training to be seen as an investment, not an expense, it must be measured with rigor and precision. Through this unique focus, participants will gain the ability to justify their training budgets and position themselves as strategic partners within their organizations, driving profitable growth and ensuring that every sales enablement initiative contributes directly to the bottom line.