

Building a Dynamic Sales Skills Strategy



With ever-shifting customer behaviors, market trends and available talent, developing today's sales reps for tomorrow's roles is more important than ever.

How are sales organizations adapting their skill sets to meet these dynamic challenges?

One-Minute Insights:



More than one-third of sales professionals say they are very satisfied with their organization's overall skills strategy



Half of respondents utilize feedback from mock customer calls or panels to help identify skill gaps



Live virtual sessions are the most common form of skills training, followed by vendor-led in-person sessions



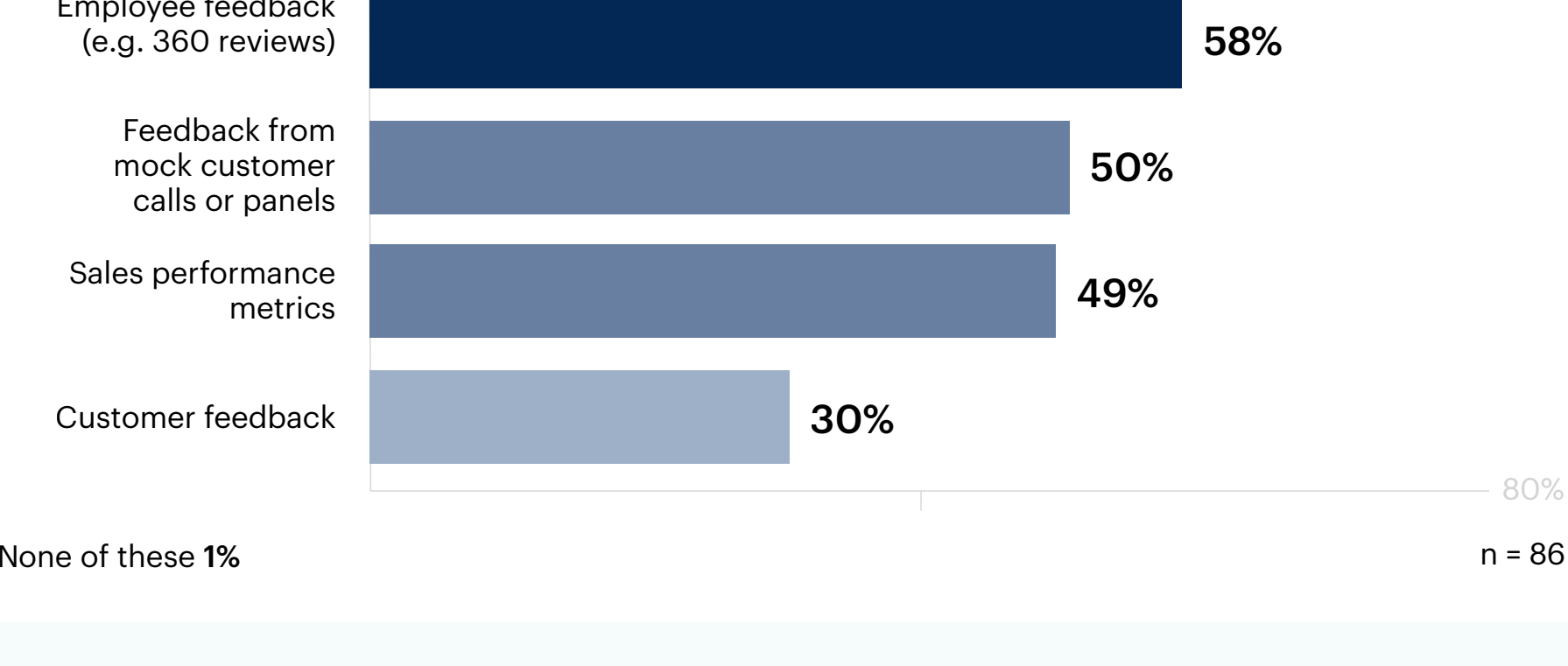
Identifying skill gaps and ensuring training is relevant are the most common obstacles

Data collection: April 20th - August 18th, 2023

Respondents: 86 sales directors, VPs, and C-level executives whose sales organizations have a reactive, adaptive, or mixed skills strategy in place to grow talent

Frequent skill testing and manager feedback the norm as most organizations are satisfied with their skills strategy

The most common way organizations identify skill gaps is from feedback from manager **performance reviews (76%)**. Skills assessments (67%) and employee feedback from 360 reviews (58%) are the next most common approaches.

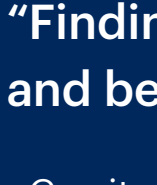
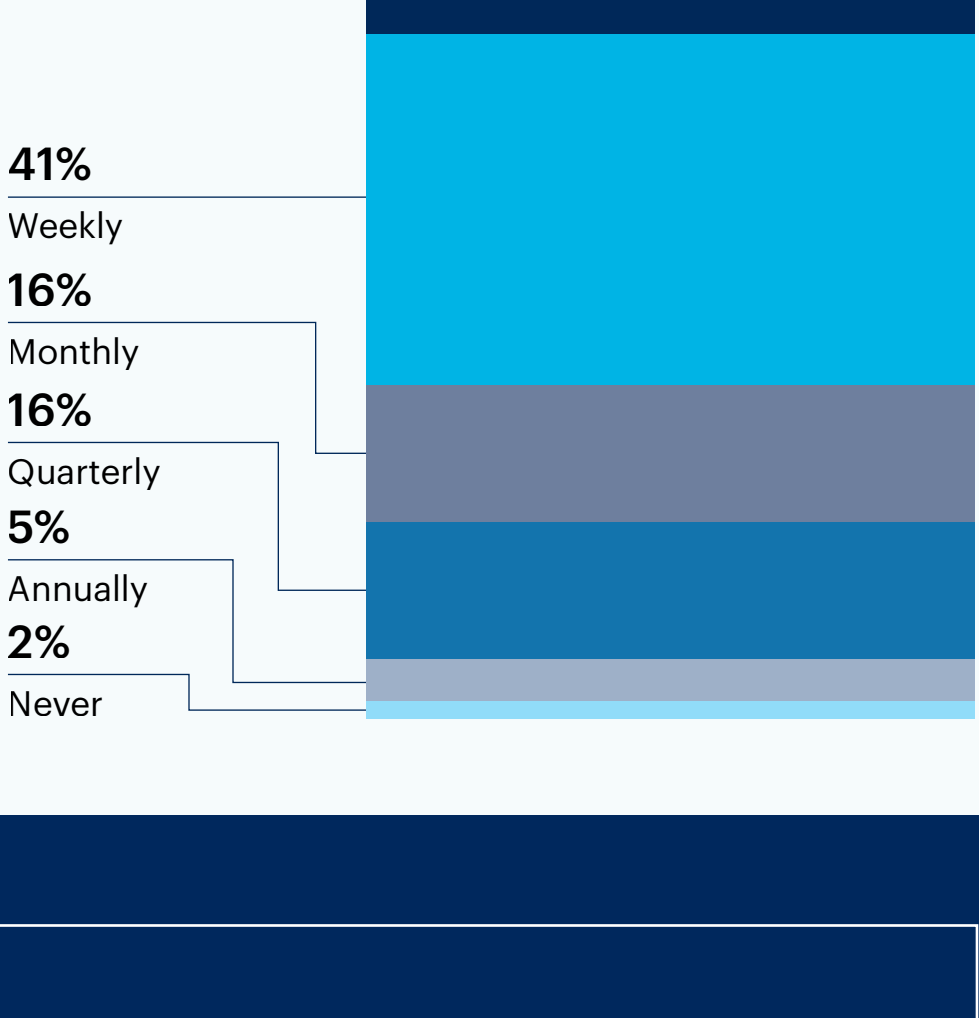


61%

of respondents report assessing the skills of their sales organization **daily (20%) or weekly (41%)**.

How frequently do you assess the skills of your sales organization?

n = 86



"Finding the time for more assessment of current skills and benchmarking."

- C-suite, Software, <1,000 employees

Question: What, if anything, would you change about your sales organization's skills strategy?

93% are **very satisfied (37%)** or **somewhat satisfied (56%)** with their organization's overall skills strategy.

How satisfied are you with your sales organization's overall skills strategy?



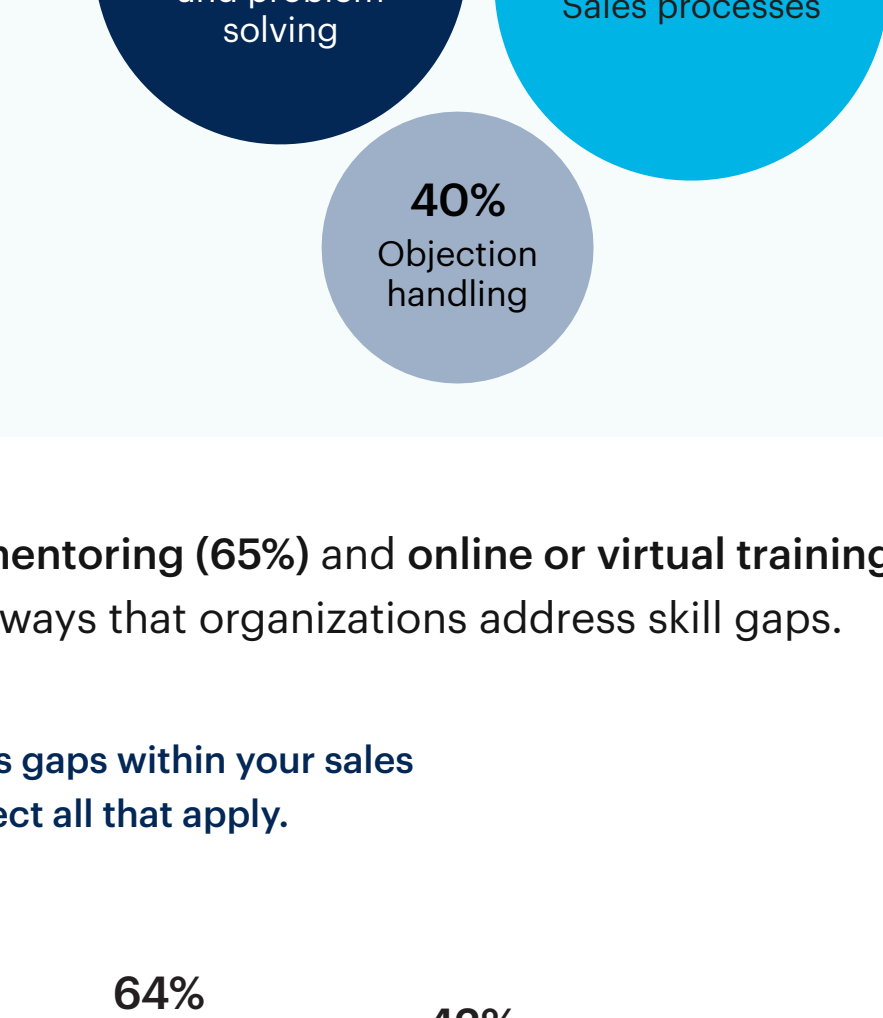
Organization's commonly turn to on-the-job training and virtual classes to address skill gaps

The two most commonly selected sales skills in need of the most improvement are **knowledge of product and use cases (58%)**, and **sales processes (58%)**.

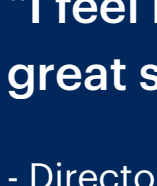
Which of the following sales skills needs the most improvement in your organization? Select all that apply.

Retention strategy **29%** | Networking skills **26%** | Industry knowledge **20%** | Other **0%**

n = 86



On-the-job training (70%), **coaching and/or mentoring (65%)** and **online or virtual training (64%)** are the three most commonly selected ways that organizations address skill gaps.



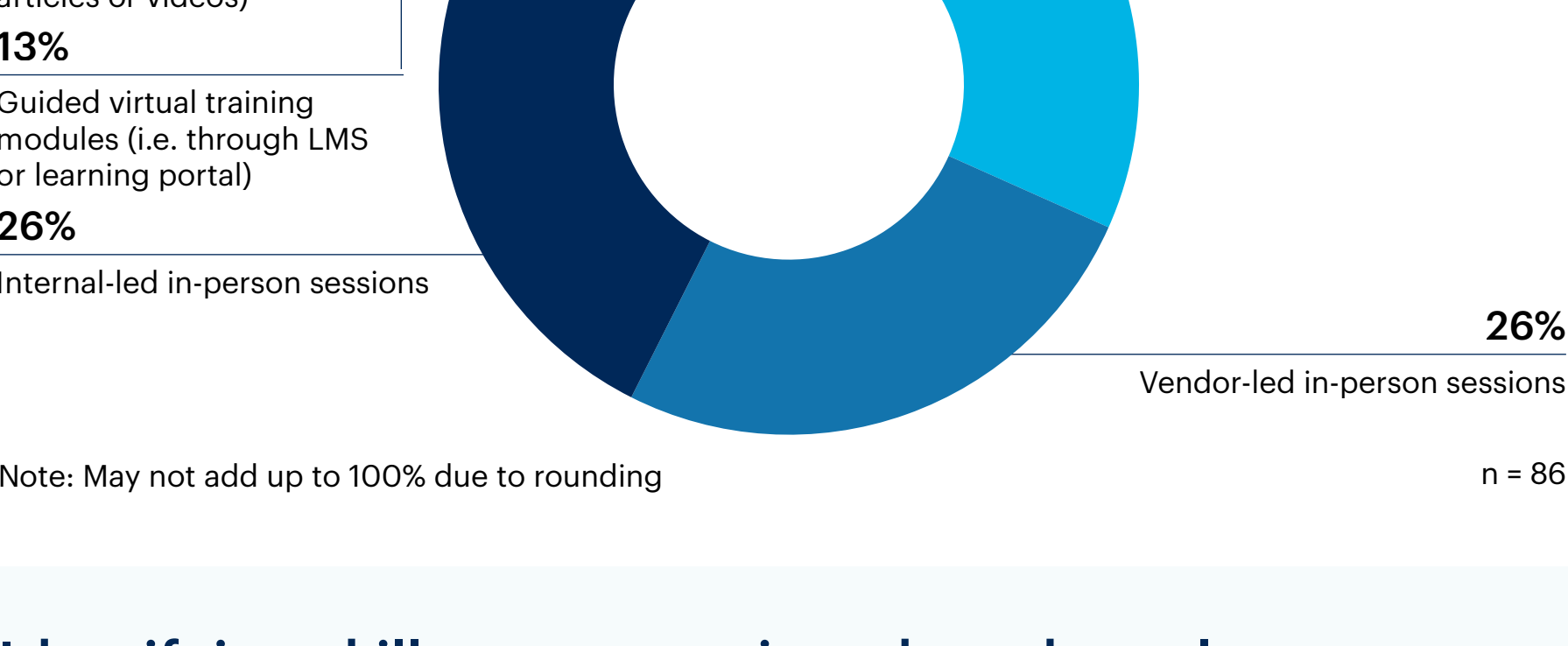
"I feel like we are lacking in collaboration...mentorship programs are a great start, in my opinion."

- Director, Retail, 10,000+ employees

Question: What, if anything, would you change about your sales organization's skills strategy?

Live virtual sessions (32%) are the most common form of skills training, followed by **vendor-led in-person sessions (26%)**.

Which of the following is the most common way you deploy skills training for your sales organization?



Identifying skills gaps remains a key obstacle among sales teams



Tracking sales performance (90%) is the most common way respondents ensure training and development programs effectively improve performance.

How do you ensure training and development programs effectively improve sales performance? Select all that apply.

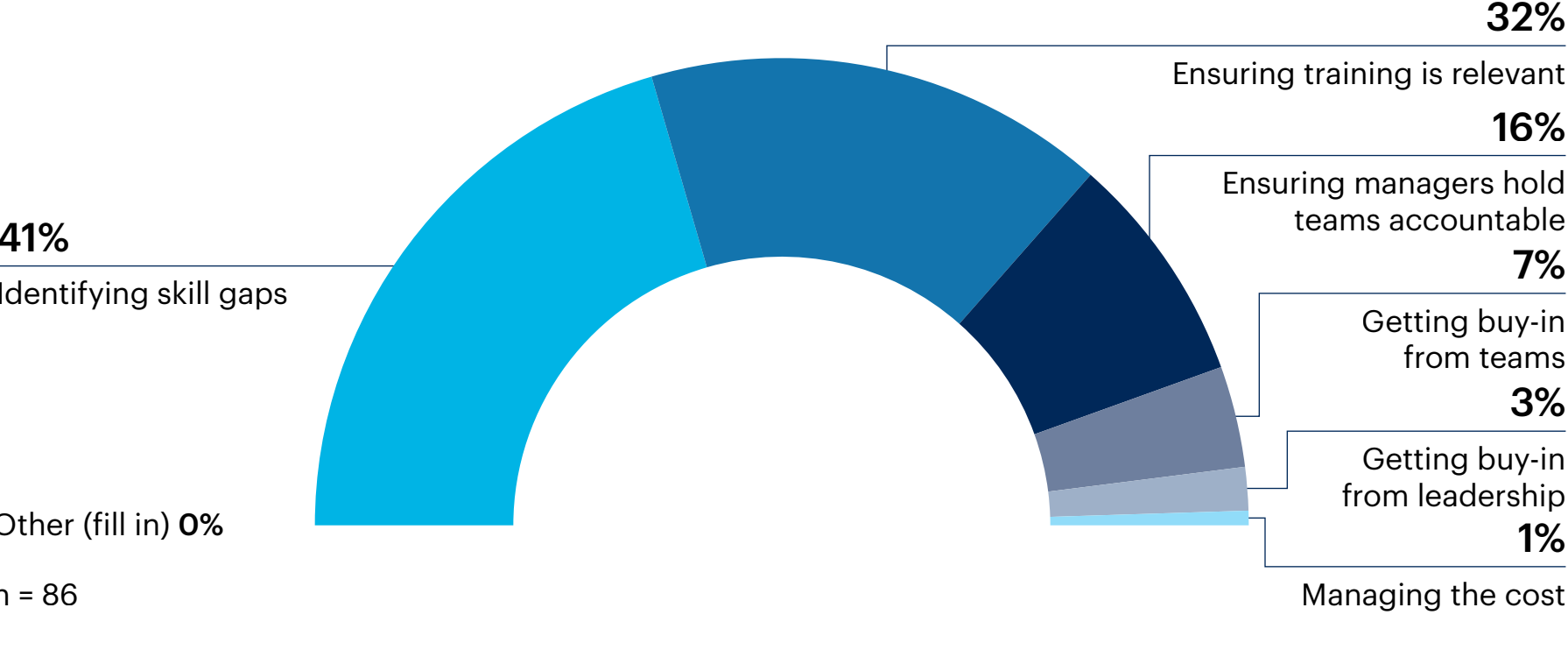
Other **1%**

Other response: "They are unique and targeted to the individual so they always increase performance."

n = 86

Identifying skills gaps (41%) is the most selected challenge faced when building a skills strategy.

What is the biggest challenge you've faced building a skills strategy for your sales organization?



Want more insights like this from leaders like yourself?

[Click here](#) to explore the revamped, retooled and reimaged Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.

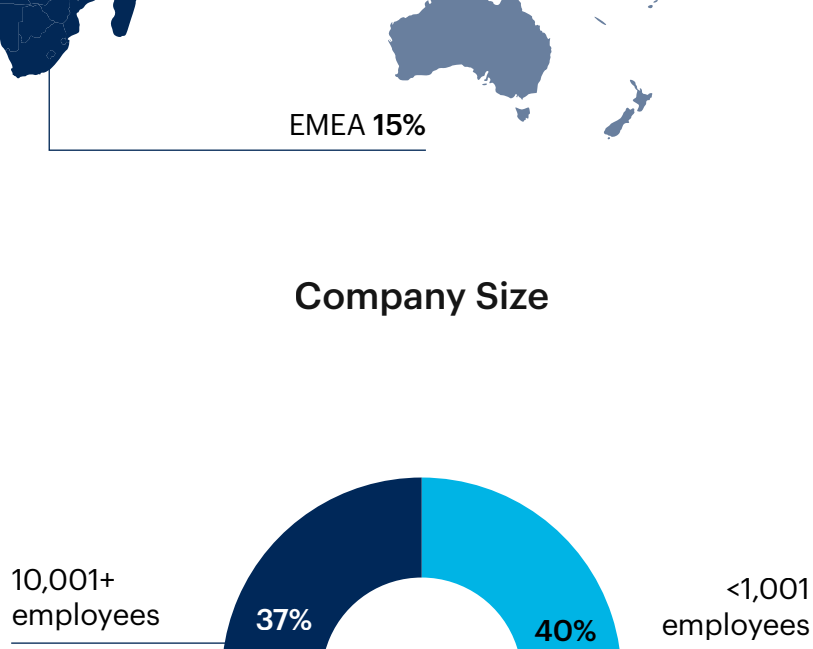
Respondent Breakdown

Region



Job Level

Company Size



Note: May not add up to 100% due to rounding

Respondents: 86 sales directors, VPs, and C-level executives whose sales organizations have a reactive, adaptive, or mixed skills strategy in place to grow talent