



Canadian Professional
Sales Association

Since 1874

HOW **SALES TRAINING** IS EVOLVING

It's impossible to ignore—especially if you're a sales professional—[that the sales industry has changed](#). It's developing in new directions with no signs of slowing down.

How? For one, customers in today's digital age are more empowered than ever. The rise of the internet has put the buyer in the driver's seat, so as a salesperson you must rethink pushy tactics and irrelevant outbound sales techniques. They may have worked last year, last week, or even yesterday, but they won't hold up today. The sales process is evolving and you don't want to be left scrambling to catch up.

Thankfully, sales training is evolving too. Sales managers know they must prepare their sales teams to adapt their selling strategies to match [the new way customers buy](#). If you want to maintain your existing business and continue to grow in profitability, new training and mentoring methods have to be implemented. Sales training is an investment with a huge return if it's implemented properly, and by professionals.

Here's how sales training is evolving alongside the changing sales industry, and how you and your team can benefit.



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THE IMPORTANCE OF SALES TRAINING

Whether you're a CEO, a sales manager, or a rep, there is something you must accept. Sales training has always been the foundation of better sales performance—and that won't change as the industry continues to evolve. Whatever comes your way, from new sales tactics to new technologies, the need for implementing an ongoing learning and development plan will never diminish. [Sales training is integral to success.](#)

But take heed: just because sales training will always be necessary, don't be fooled into thinking that a static plan of action will suffice. Your methodology will need to be continually updated. There's always something to learn, and a new way to learn it. With smarter, more nuanced, and more accessible ways to develop your sales team, your organization will be on its way to blowing quotas out of the water.

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**SALES TRAINING
WILL ALWAYS BE
NECESSARY**

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NO ONE-SIZE-FITS-ALL APPROACH

When you think of “sales training,” what image comes to mind? Is it a medium-sized conference with a single facilitator using a PowerPoint presentation? You wouldn’t be alone in conjuring this visual. Sporadic, annual or semi-annual event-based training has been a popular method in sales for decades. The problem is that it’s a one-size-fits-all approach.

Think about it—is this method alone really the [most effective](#)? Does your sales team only need

to learn or relearn something once a year? Does event-based training promote an atmosphere of inspiration and innovation? How much info is actually retained? Development should not be a special “event,” and modern sales training addresses this issue.

Organizations are now investing in a more ongoing approach to sales training that is focused on solutions and processes in addition to simple selling skills.



SOLUTIONS AND PROCESSES

Solution (or product) sales training is all about learning and mastering the “**what**”:

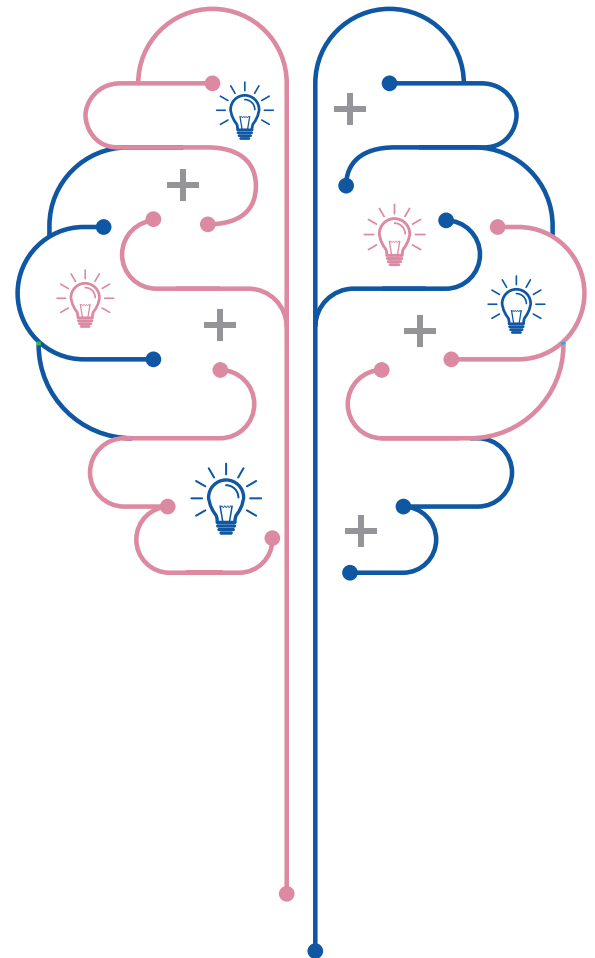
- What sets your product apart from the competition?
- What value will you add to the customer’s experience?
- What knowledge is necessary to answer questions, address concerns, and give your customers confidence?
- What important details—from tech specs to service agreements and beyond—will help you provide the best custom-tailored solution for your customers?

Process sales training is all about grasping the “**how**”:

- How effective and efficient are your organization’s processes and best practices?
- How does your company’s philosophies or mandate govern and guide the sales process?
- How can you become more digitally fluent and use your CRM tools more effectively?
- How can you assess your own skills as a sales rep on an ongoing basis?

It’s the 21st century. Occasional, one-off training that covers foundational selling skills (that might be outdated if we’re talking outbound techniques like cold calling) just won’t cut it. Integrating a new sales training methodology that focuses on [solutions and processes](#) will help ensure that every account is handled expertly, best practices are adhered to with transparency, and that every sales rep has a clear vision of their organization’s brand and values.

The best part? This highly evolved form of sales training becomes embedded in your company’s culture. No more huge knowledge gaps between sales conferences. Professional development can and should be spearheaded daily using various methods—[technology and e-learning](#), manager-lead initiatives, and more.



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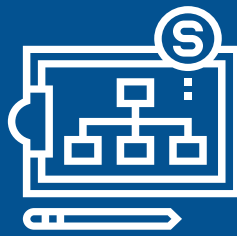
A WELL-ROUNDED LEARNING EXPERIENCE

As sales training evolves, sales reps benefit from a more holistic and well-rounded approach. In addition to events and conferences, on-demand development (via apps, CRM software, and other e-learning tools) and daily learning opportunities in the workplace form a more robust sales education for your versatile team. Let's break down some elements of each.



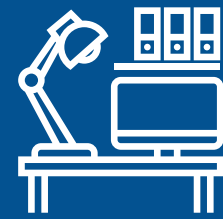
EVENT-BASED LEARNING

- Provides a controlled, scheduled, rigorous training environment
- Facilitates group collaboration and promotes cooperative learning
- More effective if used in combination with other learning methods



ON-DEMAND DEVELOPMENT

- Digital learning through the use of tech tools and resources such as online forums, webinars, easily accessible information repositories, CRM systems, etc.
- The experience is custom-tailored to the needs of each team member
- Allows sales reps to have more control over their own development



ON-THE-JOB LEARNING

- The most context-based learning method
- Helps cultivate a culture of learning within the workplace
- [Integrates learning material into the active sales process](#)

As the sales industry evolves, you will either adapt or you'll go under. Don't be left in the dust. With the help of professionals, you can invest in sales training fit for the 21st century, and reap the incredible rewards.

SALES TRAINING FROM THE PROFESSIONALS: **CPSA**

From coast to coast, The Canadian Professional Sales Association (CPSA) is Canada's sales community. CPSA provides professional salespeople with the tools, support, training, and resources they need to succeed.

Our 27,000+ members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents. We help them reduce costs, increase efficiencies, develop

themselves and their teams, and reach new heights in sales.

CPSA members enjoy exclusive benefits and discounts, top-notch sales and professional training, powerful tools and resources, and an active cross-country community of sales professionals.

Savings, support, insight, and inspiration—that's what you get with CPSA.

OUR 27,000+ MEMBERS INCLUDE SENIOR EXECUTIVES, ENTREPRENEURS, SALES MANAGERS, SALES REPRESENTATIVES AND SALE AGENTS





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