

Workshop Evaluation

The Art of the Sales Professional Workshop is provided to New Hires, offering a perfect baseline since monthly sales are at \$0. This evaluation measures changes in behavior due to a training program change, specifically: the initial 3-month sales outcomes for four distinct program versions.

Executive Summary

Overall Monthly Recurring Cost (MRC) sales improvements measured over the first 3 months after a Sales Rep completes New Hire training:

- 93.91% increase in MRC sales, per Sales Rep
- \$556.97 increase in MRC sales, per Sales Rep

The MRC sales increase for the first 3 months resulted in \$1.08 million in additional revenue (assuming a typical 24-month term).

ART OF SALES PROFESSIONAL RESULTS

This evaluation shows the change in sales results for the newly hired sales reps, relative to three New Hire course changes all measured against the baseline results prior to the new program. The first program version was prior to Sales Artists' involvement represented by the red line in the graph below. Version 2 introduced co-developed (Fortune 500 Company and Sales Artists, Inc.) content, facilitated by the Fortune 500 Company's own trainers, in the classroom. **Version 2 improved sales in the first 3 months by 17.06%.**

The third program version retained the content and switched trainers from a Fortune 500 Company trainer to a Facilitator from Sales Artists, Inc. course. **Version 3 improved sales in the first 3 months by 55.61% over version 2.**

The fourth program version introduced product & service training content developed by Sales Artists, Inc. replacing the Fortune 500 Company's own internal training content. **Version 4 improved sales in the first 3 months by 6.45% over version 3, culminating in a total increase over Version 1 of: 93.91%.**

Level 4 Overall Results:

- The **total MRC increase per sales rep = 93.91%** for the first three months following their New Hire Program.
- **Total revenue increase** attributable to additional MRC sales during first three months following New Hire Program = **\$1.08 Million**. Additional cost? \$37.5k.

CHART: The lines represent average Sales Rep's MRC sales for the first 3 months after New Hire.

- The red "Fortune 500" line represents the baseline, aka the Sales results prior to the New Hire Program changes.

- The yellow "F500+SA" line represents co-developed content, facilitated by Fortune 500 Company.

- The green "Sales Artists" line represents Sales Artists developing and facilitating New Hire.

