

Workshop Evaluation

This evaluation measures shifts in sales behavior due to a New Hire Training Program change which included: Design, Development and Facilitation of the New Hire Curriculum which covered sales, products/services, and systems. The measurement was for a 12-month period post-implementation.

Executive Summary

Overall outcomes directly attributable to the change in New Hire training:

- Sales Reps hitting quota within 7 months; 5 months earlier than previously
- Turnover reduction of 28%

These changes represent a 55.61% increase in revenue and a major reduction in costs associated with employee churn.

NEW HIRE PROGRAM IMPLEMENTATION RESULTS

This evaluation shows the change in sales results for the newly hired sales reps compared to the results prior to Sales Artists' involvement.

A top organization goal was to reduce employee turnover (churn) by 10%. The company was experiencing almost 100% annual turnover. **The improved program provided a 28% reduction in churn, saving them approximately \$710k the first year.**

A second and important organization goal was to reduce dependency on the internal training team. A general lack of credibility and ability existed with the internal team. Due to the new program's results, dependency dropped sharply.

The third goal was to compress the time it takes a new rep to hit quota. The company was getting their reps to quota in about 12 months ... but with a nearly 100% turnover rate per year, this meant very few reps ever achieved quota. **The new hire program Sales Artists implemented cut the "time to quota" from 12 months to between 6-7 months, almost cutting it in half! The average rep at 7-months tenure was achieving 106% to plan.**

Overall Results:

- Reassignment of internal training team to their core competency meant more products and programs could be launched with additional supervision.
- Reps hitting quota earlier, staying longer = **\$3+ million in cost savings and new sales.** Total investment? \$95k.

Our client was extremely happy with their results and sent us these pictures she drew as a visual aid to show their ROI. We had to share her pictures!

The left set of drawings depicts the change in churn as a percentage, using stick figures to represent the large increase in the number of reps that stayed past the 12-month mark.

She drew a picture of a calendar (shown on the right) to illustrate how significant the impact on getting a new rep to quota.

