

Sales Training Partner Selection Checklist

Use this simple checklist for determining your company's training priorities and for evaluating potential partners for sales and sales management training and development.

Sales Training & Development Considerations & Components	Notes
<input type="checkbox"/> Are you looking for sales training or sales management training or both?	
<input type="checkbox"/> Does your company need a consistent selling approach?	
<input type="checkbox"/> What lines of business will be involved?	
<input type="checkbox"/> What are the specific needs that you have identified for development?	
<input type="checkbox"/> Is the priority low cost or best sales results?	
<input type="checkbox"/> Are you looking for an ongoing program or short-term training effort?	
<input type="checkbox"/> Is your sales team centralized or remote?	
<input type="checkbox"/> Are your salespeople making outbound calls or fielding inbound or both?	
<input type="checkbox"/> Do you want a customized training approach that you can own for the long term?	
<input type="checkbox"/> Do you want to utilize a sales assessment to help identify strengths and weaknesses of your team?	
<input type="checkbox"/> How long does your typical sale take?	
<input type="checkbox"/> Do your prospects require a consultative approach to buy your product or service?	
<input type="checkbox"/> Do you need someone to track activity and hold sales people accountable to established goals?	
<input type="checkbox"/> Do you have a preference for in person or virtual training or a blend of the two?	
<input type="checkbox"/> How important is longevity in business, reputation and thought leadership?	
<input type="checkbox"/> What are the specific results you need to accomplish with this effort?	
<input type="checkbox"/> Do you plan to utilize outside trainers or do you want to train the trainer internally or both?	
<input type="checkbox"/> Will you require references?	
<input type="checkbox"/> Who in your company needs to be involved in the selection process?	
<input type="checkbox"/> Do you want a demo or trial training session so that you can experience the methodology and delivery?	
<input type="checkbox"/> Are there other services that are important such as improving the hiring of better salespeople?	