

Sales Training Programme Template

Build a sales training process that drives real behaviour change



Most sales training fails because it is treated as an event, not a process.

This 1 page template helps you design a programme that changes selling behaviour in the real world. Use it to focus on outcomes, not content, and build a rhythm of action and accountability that shows up in the pipeline.

How to make it work

- Start with the problem:** Fix the commercial issue you need to solve right now.
- Define the behaviour:** Set the exact sales actions people must change and repeat.
- Build a weekly rhythm:** Learn, practise, coach, review, repeat until it sticks.
- Force real world use:** Apply the skill in live calls, emails, and meetings each week.
- Track behaviour change:** Measure what shifts in deals, not attendance.



Business Problem

What's currently happening that shouldn't be?
(e.g. Too many first meetings and not enough next steps agreed.)

Desired Behaviour

What needs to be true instead?
(e.g. Every call ends with a clear next step and a dated commitment.)

Weekly Development Method

How will salespeople learn, practise, and get coached each week?
Choose one: one short skill focus, role practise, then a call review.

Real-World Application

What will salespeople do differently this week?
(e.g. Use the new questioning flow on five live prospect calls.)

Results Tracking

How will we measure progress or outcomes?
(e.g. Higher meeting to proposal rate, shorter sales cycle, stronger margins.)

Sales training works when selling behaviour changes in real deals.

Use this template to keep your programme focused on outcomes that matter. When salespeople practise the right behaviours every week, pipeline quality improves, deals move faster, and results follow.