

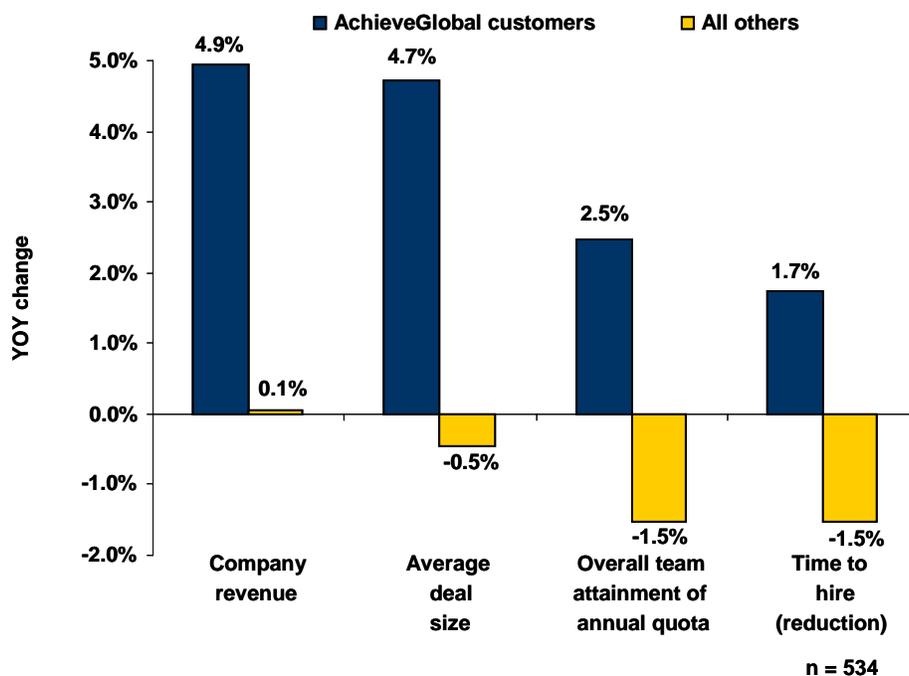
AchieveGlobal Customers Adopt Best-in-Class Sales Training Protocols

Aberdeen surveyed over 1,300 companies in June and July, 2010 to gather data for benchmark studies on *Sales Performance Management* and Sales Training. Fifty-one (51) of these firms indicated AchieveGlobal as their sales training provider; their performance and adoption of best practices are detailed in this Analyst Insight.

Business Metrics

In terms of performance, Figure I indicates year-over-year business metric changes that AchieveGlobal's customers in the SPM study reported, in comparison to those of other organizations. These achievements out-pace even the Best-in-Class (sidebar), demonstrating significant performance advances among these companies.

Figure I: AchieveGlobal Customers Out-Perform Others



Source: Aberdeen Group, August 2010

Within the sales training research data, a number of practices adopted by Best-in-Class companies (see sidebar on next page) are heavily adopted by AchieveGlobal customers. In particular, they are on average 18% more likely

Analyst Insight

Aberdeen's Insights provide the analyst perspective of the research as drawn from an aggregated view of the research surveys, interviews, and data analysis.

The SPM Best-in-Class

The top 20% of companies in the *Sales Performance Management* study averaged the following year-over-year metric changes:

- ✓ Corporate revenue grew by 0.8%
- ✓ Average deal size decreased by 0.4%
- ✓ Overall team attainment of quota decreased by 1.2%
- ✓ Time-to-hire increased (worsened by 1.2%)

than other companies to deploy instructor-led training and gain executive-level sponsorship for sales training; these approaches are supported by 98% and 80% of top-performing firms, respectively. AchieveGlobal’s customers also average a 30% adoption rate of a formal “train the trainer” methodology; this tactic is more heavily used by the Best-in-Class; hence an increase in its deployment would certainly benefit the sub-set of organizations utilizing AchieveGlobal for training support.

Finally, in support of these best practices and in pursuit of continued success around the business metrics reported above, AchieveGlobal’s customers report a planned sales training budget increase averaging 4.1% over the coming year, versus 2.4% for other companies. This also aligns with Best-in-Class trends – 4.0% compared with 2.2% for all other companies – that speak to the ongoing value of sales training investments.

For more information on this or other research topics, please visit www.aberdeen.com.

The Sales Training Best-in-Class

The top 20% of companies in the sales training study averaged the following performance metrics:

- √ 77% of sales reps are achieving their annual sales quota, vs. 38% for Industry Average and 26% for Laggards
- √ 14.8% annual increase in annual corporate revenue, vs. a 2% increase and 11.7% decrease among Industry Average and Laggards
- √ 7.2% annual increase in average sales deal, vs. a 0.1% increase for the Industry Average and 7.8% decrease among Laggards

Related Research	
<i>Sales Performance Management: Getting Everyone on the Same Page</i> ; August, 2010	<i>Sales Intelligence: Preparing for Smarter Selling</i> ; February, 2010
<i>Sales Forecasting: Analytics to the Rescue!</i> ; June 2010	<i>Inside Sales Enablement: "Let Them Drink Coffee!"</i> ; December 2009
<i>Optimizing Lead-To-Win: Shrinking the Sales Cycle and Focusing Closers on Sealing More Deals</i> ; May 2010	<i>Sales Training: Translating Tribal Selling Knowledge Into Bottom-Line Productivity</i> ; September 2009
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