

A Comprehensive Measurement and Analytic Solution Designed Specifically for Sales Training Programs



Metrics that Matter®

Who We Are

www.knowledgeadvisors.com

For organizations that utilize learning and development to drive business outcomes, KnowledgeAdvisors offers learning measurement software that improves the effectiveness and business impact of learning. Unlike the standard reporting and dashboard features included in most learning and talent management software, we combine data from multiple enterprise systems with information collected through evaluations and assessments to paint a complete picture of learning and business performance. KnowledgeAdvisors can even benchmark your learning programs against other organizations.

Cases in Sales Program Measurement

Strategic Sales Training

- A strategic sales training program generated \$74,000 in increased sales per sales person for a \$5,000 per person investment. This data was the catalyst that convinced management to expand the program to other sales territories.

Retail Sales Training Program

- A retail sales training program avoided \$100,000 of redundant training by identifying poor delivery in the first week of a six week program. This provided sales management with confidence that the in-stores staff were being trained by qualified, competent personnel.

Why Measure Sales Programs?

"We need to measure, not count."

~Peter Drucker

- They're strategic, visible and costly investments
- They're critical to creating a high performing workforce
- They're long-term investments that need continuous monitoring throughout their lifecycle
- They need quantitative data to objectively validate the investment levels

Outcomes of Measuring Sales Programs

- Quantified, timely feedback on program satisfaction and quality
- Timely indicators of effectiveness and impact
- Demonstrable data to showcase results to sponsors
- Adapt a world-class measurement process and technology
- Drive decisions with data
- Create and sustain a measurement process for the long-term success of the program

Sales Measurement Solution Includes

- Data collection instruments to evaluate and assess sales training programs
- A powerful analytics software application that includes sales benchmarks
- Comprehensive reporting including dashboards, scorecards, statements, and executive reports designed specifically for sales training
- Access to sales training measurement experts who assist in architecting and implementing your measurement plan

Get Started Now!

- Contact us to explain your sales program
- Let us recommend a measurement solution to fit your program, time frame, and budget

Measuring Your Way to Sales Training Program Success



Metrics that Matter®

Sales Training	Q1 2010	Q2 2010	Q3 2010	Q4 2010	Q1 2011
Effectiveness Rating	76%	80%	77%	75%	76%
Efficiency Rating	79%	78%	76%	78%	79%
Business Outcome Rating	74%	74%	70%	70%	71%

Sales Training Alignment



Sales Program Score Card

Run By: Admin KA Demo (kadem0)

MTM Tool: Learning Levels Score Card

Date run: Jun 20, 2011

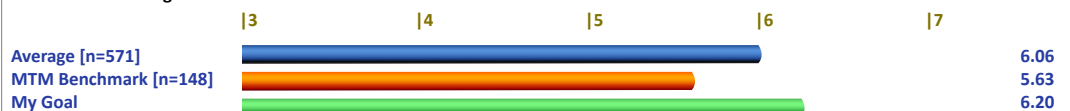
From Saved Query: No

MTM Benchmark - All Corporate Universities

Level One - Satisfaction



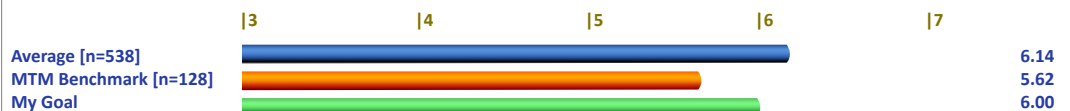
Level Two - Learning Effectiveness



Level Three - Job Impact



Level Four - Business Results



Level Five - ROI

