



# Top Sales Training Trends in 2023

**SellingPower**

# Sales Training Trends in 2023

At the beginning of the year, we entered a more challenging economy where real prospects are harder to find, sales cycles are getting longer, and more deals end up in no decision. While certain markets keep growing, the tech sector suffered the largest number of layoffs in 20 years. Last year, more than 1,000 tech companies shed over 150,000 jobs. In a down market, the fear of making a purchasing mistake grows and more decision makers get involved in the buying process.

Sales training needs to adapt and help salespeople sharpen their focus on finding better prospects, building a better business case, and delivering more customer value. Here are three major trends to watch for in the coming year.

## 1 Increased use of technology in sales training:

With the rise of artificial intelligence (AI), virtual platforms, and remote/hybrid work, the way sales training programs are deployed and conducted has forever changed. This is not limited to the shift from in-person to virtual training. Sales leaders are leveraging technology, data, and AI to improve their training, coaching, and reinforcement strategies. These trends will continue to evolve and become more mainstream as the technologies are refined and improved.

## 2 More focus on soft skills:

As sales become more challenging and complex, there is a greater need for salespeople to have strong soft skills. Sales managers will spend more time developing these skills in their team

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members so they can be successful in negotiations and building relationships with customers. There has been an increased emphasis on helping sellers connect on a human-to-human level in a digital world. A rep's ability to connect in a meaningful way is even harder and more significant when meeting with clients virtually.

## 3 Varied ways B2B buyers make purchasing decisions:

Recent data from McKinsey shows that the B2B sales cycle is now omnichannel – customers are buying face-to-face, remotely, and online. B2B buyers now use 10 or more channels to interact with suppliers (up from five in 2016). Additionally, buyers are more willing than ever to make big purchases through remote or online sales channels. McKinsey's research shows 35% are willing to spend \$500,000 or more in a single transaction. This means sales reps need to be well versed and comfortable managing a completely virtual sales process. Virtual selling is not simply showing up on a virtual meeting and sharing a presentation. To remain competitive, salespeople need to truly excel at managing the virtual sales process – which often means being agile and flexible when the customer dictates how and where they want to meet and connect.

To better understand these trends and changes, we asked a dozen experts in the sales training industry to provide their insight on what to expect in 2023. Here is what they had to say.



## **Lauren Bailey**

FOUNDER/PRESIDENT  
FACTOR 8 & #GIRLSCLUB

“This year, we’ll see the gap widen between professional training and video libraries. Smart investors will thrive as professional sellers outperform average order takers, spammers, and scripted qualifiers.

Tenured leaders call it a return to basics. It’s professional selling: deeper sales conversations, trust building, calculating value, follow-through, business acumen, and more.

It’s beyond what the latest social media star can provide.

We need sales behaviors to change quickly in this economy, and that’s only ever a result of professional facilitation. Training that utilizes adult learning, hands-on activities, role plays, and professional, long-term coaching will result in consistent and confident skill application – and the edge over the competition.”

Learn more about **Factor 8** and **#GirlsClub**





## ***Richard Barkey***

FOUNDER & CEO  
IMPARTA LTD.

“The sales challenges of the last three years – virtual selling, supply disruption, and inflation – required skills that were new to many salespeople. Selling into a recession does not. It requires skills that your team should already have. Lead generation needs to be hyper-relevant to target companies. Momentum needs to be built using psychological and strategic tools. Pitching needs to be attentive to customers’ changing decision criteria and priorities. Sales managers need to coach and maximize effective selling time. In support of all this, sales training needs to be agile – able to identify and address skill gaps quickly as they emerge.”

Learn more about **Imparta Ltd**





**John Elsey**  
PRESIDENT AND CEO  
RICHARDSON

“Sales professionals will have opportunities to succeed in 2023, but the playing field will be different. As recessionary pressure grows, sellers and sales managers will need to bring a more diverse and more robust set of skills to the market. They will need to become more effective negotiators as buyers focus more on their bottom line. Selling organizations will need to maximize their sales tech stack to remain competitive. Communication skills will be imperative in both written form and in the ways that sellers engage buyers increasingly seeking solutions that align with new priorities, including their diversity, equity, and inclusion initiatives.”

Learn more about **Richardson**





**Mike Esterday**  
CEO AND PARTNER  
INTEGRITY SOLUTIONS

“Now more than ever, people don't want you wasting their time, so being prepared and having an objective for your time together is critical. Approach every meeting with a mindset that you're there to solve a problem vs. sell a product. To do this, be curious. Think about why they would value what you have to offer. How will it help them serve their customers? What do they currently use? What's the cost of inaction? It's apparent when you've done your homework, and you'll ask good questions to uncover the business need and offer value that matters to them.”

Learn more about **Integrity Solutions**





## **Nick Kane**

MANAGING PARTNER  
JANEK PERFORMANCE GROUP

“As the sales landscape continues to evolve, sales training must adapt to meet new demands. One trend I see continuing is the need for salespeople to develop the skills to sell in all environments, such as physical, virtual, by phone, etc. To facilitate the conversations to deeply uncover needs and provide the best solutions, sellers must adapt to their clients’ preferred communication preferences. Today, sales training must reinforce the skills needed to communicate effectively in all formats and build the relationships that are the foundation of long-term success, making this the trend to watch in the coming year.”

Learn more about [Janek Performance Group](#)







## ***Eric Moore***

PRESIDENT

ACTION SELLING/THE SALES BOARD

“Winning competitive deals will be more difficult than ever in 2023. Customers will be challenging you to meet or beat the lowest price on the market for the products and services you sell. Preserving sales margins and growing market share will require you to take business from your competitors without discounting. The solution to these problems is differentiation. Meaningful differentiation starts with the questions you ask. You cannot provide a differentiated solution if you have not uncovered a differentiated need. Success in 2023 will not be determined by what you say; it will be determined by what you ask.”

Learn more about **Action Selling**





## **Brittany Laurent**

VICE PRESIDENT OF STRATEGIC DEVELOPMENT  
IMPAX SALES PERFORMANCE

“2023 may be a year of economic challenge. A key initiative for many will be to focus on customer retention. In an environment where it’s tougher to gain new customer commitments, it is even more important to keep the customers you have. At this point, it’s not enough to improve your customer’s experience – or even to delight them. You have to go further and help them see the value you’re helping to create in their business. When sales organizations do this, they don’t just retain customers, they increase their chances of earning more trust and more business.”

Learn more about **Impax Sales Performance**





## *Ray Makela*

CEO & MANAGING DIRECTOR  
SALES READINESS GROUP

“With a recession on the horizon, sales teams need to speak to business value and help their customers “do more with less.” Solutions need to speak to business challenges, and sales professionals need to present their solutions in terms of quantified outcomes. Training and re-training sales teams on these concepts will take the right curriculum matched to the role and an engaging learning experience to capture the learner’s attention to ensure engagement. Blended, collaborative learning experiences will have the best opportunity to create behavior change. In addition, the best training programs will embrace organizational change management practices beyond the initial training event.”

Learn more about [Sales Readiness Group](#)





## ***Michelle Richardson***

VICE PRESIDENT OF SALES PERFORMANCE RESEARCH  
THE BROOKS GROUP

“In 2023, the consumer buying experience (the “Amazon effect”) will continue to shape B2B selling. Digitization is here to stay, and today’s empowered buyers expect transparent, personalized buying experiences whether online or in person – with implications for how B2B sales organizations are structured, staffed, developed, and coached. This dynamic environment requires the skillset of what The Brooks Group refers to as the hybrid seller. Hybrid sellers effectively align with buyers on their journey and understand how (and when) to use virtual and in-person selling tools to get results for their clients and themselves.”

Learn more about **The Brooks Group**





**Andy Springer**  
CHIEF CLIENT OFFICER  
RAIN GROUP

“Don't neglect sales coaching! One of the best ways to ensure training sticks and is applied in actual selling situations is through sales coaching. Coaching helps sellers improve skills, win specific sales opportunities, grow accounts, and achieve sales goals.

But often, this critical component is skipped – frequently after a significant investment in training has been made. Our research shows that sellers are 63% more likely to be top performers when they have:

- An effective sales manager
- Regular ongoing sales coaching
- Effective sales training

Take any one of these away and the likelihood of achieving top sales performance declines.”

Learn more about **RAIN Group**





**Julie Thomas**  
PRESIDENT & CEO  
VALUESSELLING ASSOCIATES

“Sales leaders will continue to chase efficiency and overlook effectiveness.

Sales tech creates efficiency by automating tasks, amplifying messages, and accelerating time to insight – but it doesn't necessarily make them more effective.

In contrast, sales effectiveness is all about human behavior. It's the skills, competencies, and execution that enable sellers to build rapport, add value, and move opportunities forward. Sales training is critical to increasing effectiveness because it changes behaviors by empowering salespeople with the right skills for each stage of the buying cycle.

If we only address efficiency, we risk accelerating or amplifying poor execution in the field.”

Learn more about **ValueSelling Associates**





*Justin Zappulla*  
MANAGING PARTNER  
JANEK PERFORMANCE GROUP

“Challenging times demand new methods and practices. As the sales environment evolves, salespeople must adapt to the changing needs of their customers. One trend to watch in the coming year is the increased reliance on social selling. This is the strategic method sellers use to connect with prospects and build the relationships needed for success. With the prevalence of virtual selling and social media, such as LinkedIn, social selling is at the forefront of how sellers meet, engage, and sell to prospects. Today, sales training must reflect these changes and boost the skills needed to thrive in social selling.”

Learn more about [Janek Performance Group](#)



# TOP SALES TRAINING COMPANIES



For over 30 years, Action Selling has transformed clients into top-performing sales professionals, highly effective sales coaches, and talented customer success creators. Action Selling helps customers create an unbeatable competitive advantage through how they sell rather than what they sell.

[actionselling.com](https://actionselling.com)



The Brooks Group teaches straightforward, actionable sales training skills to sales managers and their teams. Their IMPACT Selling® Sales Training Program has been taught to over one million sales professionals nationwide, and they've been recognized as one of the top sales training companies annually since 2010. They also provide various behavioral and selling assessments to aid sales managers making hiring or management decisions.

[brooksgroup.com](https://brooksgroup.com)



Factor 8 is an award-winning inside sales training company focused 100% on selling virtually. Together we've solved the big problem: Sales reps and managers are not gaining the skills they need to quickly feel confident and successful long-term. That means they ramp slowly and leave quickly. We've made the calls, done the demos, managed the teams, and forecasted the deals. We have a better way to ensure teams hit higher revenue goals faster.

[factor8.com](https://factor8.com)





Integrity Solutions equips sales teams to rise up and lead by building trusted customer relationships with integrity and values at their core. We close the gap between traditional sales training and what really works – specializing in innovative sales, service, and coaching training solutions that fuel performance, grow talent, lift up customers, and elevate leaders. Integrity has been one of the most award-winning companies in the industry, with multiple Stevie Awards for sales training and consulting excellence and consistent inclusion as a Top Sales Training Company by both Selling Power and Training Industry, Inc. In 2022 the firm was named by ISA – the Association of Learning Providers – as their Business of the Year.

[integritysolutions.com](https://www.integritysolutions.com)



Imparta is a Selling Power Top 20 training provider and recognized as a leader in the 2022 Gartner® Magic Quadrant™ for sales training service providers. We deliver performance improvement globally across sales, account management, negotiation, customer success, and customer experience, including foundation topics such as commercial and business acumen. Our 3D Advantage® Curriculum is a definitive, complete, modular, research-driven solution that lets you respond quickly to new challenges, supplement your existing training, or build an entire sales academy with full support for virtual and in-person training, self-delivery, e-learning, and deal coaching, with the technology and change expertise to make it stick.

[imparta.com/us](https://www.imparta.com/us)



IMPAX Sales Performance is a global sales performance improvement company focused on helping value-leading B2B organizations accelerate success and drive growth. Through partnership, expertise, and training, we support customers looking to adopt a value-based, consultative approach to sales and customer management.

[www.impaxcorp.com](https://www.impaxcorp.com)

# TOP SALES TRAINING COMPANIES



Janek Performance Group is an industry-leading, award-winning sales performance company headquartered in Las Vegas, Nevada. Janek offers solutions in sales training, consulting, and talent management for companies of all sizes, from startups to Fortune 100. Janek is expertly positioned to advise and serve clients in planning, developing, implementing, and sustaining sales performance solutions that generate measurable results. Janek's portfolio of offerings span all modern selling situations and are research-based and purpose-built to enable salespeople, sales leaders, and their organizations to win more often.

[janek.com](http://janek.com)



RAIN Group is a global sales training company delivering award-winning results through in-person and virtual sales training, coaching, and reinforcement. For three decades, we've helped professionals, managers, and leaders significantly increase their sales results through real behavior change.

Named a Top Sales Training Company by Selling Power and Training Industry, RAIN Group offers a full suite of training programs covering key areas across sales topics. All programs are research-based from the Center for Sales Research.

[raingroup.com](http://raingroup.com)



Richardson is the global leader in sales training and performance improvement. For over 40 years, we have worked with the most inspiring sales organizations across industries and geographies. We drive accelerated growth by enabling agility in your sales team so they can get ahead of buyers' changing needs and act quickly to win. From ensuring your sales managers are executing the right activities to equipping your sales team with the skills and agile approach that focuses on customer collaboration, we will guide your sales organization through a digitally-enabled performance journey that excites, engages and reveals results.

[richardson.com](http://richardson.com)

# TOP SALES TRAINING COMPANIES



Sales Readiness Group

Sales Readiness Group (SRG) is an industry-leading sales training company. Our mission is to help improve sales teams' performance by providing customized, skills-based training programs that produce sustainable behavior change. Our solutions include sales skills training, sales coaching, sales management programs, and custom sales training solutions.

[salesreadinessgroup.com](https://salesreadinessgroup.com)



ValueSelling Associates

ValueSelling Associates is the creator of the ValueSelling Framework® – the sales methodology, training and toolset that aligns your revenue engine with a common language, enables sales professionals to compete on value instead of price, and saves time in all selling scenarios. Since 1991, ValueSelling has helped thousands of sales professionals realize immediate revenue growth and achieve results they never thought possible. They offer bespoke training to Fortune 1000, mid-sized, and start-up companies to drive sales results.

[valueselling.com](https://valueselling.com)

# SellingPower

Selling Power is one of the leading B2B media publications for sales leaders and sales enablement leaders. Selling Power provides insight on trends and strategies sales leaders can use to improve sales performance, accelerate onboarding and new hire ramp-up, and increase customer loyalty and retention.

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