



## AI Is Revolutionizing Sales Training and Performance

Overcome Training's Toughest Challenges to Drive Sales Outcomes

Sales training is a cornerstone of individual and team development. However, while training is essential to continually adding and refining critical selling skills, it often falls short, delivering short-lived gains and short-term results. It's estimated that 90% of the training salespeople receive fails to produce meaningful, long-term performance improvement.

Those numbers don't negate the need for programmatic sales training; instead, they reflect inherent challenges of sales training that prevent reps from adopting, applying, and perfecting skills. However, integrating AI into a proven sales training framework enables you to overcome these challenges and drive sustainable, scalable, and measurable results.

Here's how AI can help address four of the biggest challenges in traditional sales training:

## 1. Lack of Consistent Practice and Application

Sales reps are typically trained about four times per year. While these one-off sessions may provide a quick boost of knowledge, within a few months most people fall back to their old behaviors because they have limited opportunities to practice their new skills.

### Solution

Some AI training solutions offer a private practice environment where reps can engage in valuable role-play as often as needed until skills become second nature. Continuous practice opportunities complement live training and ensure long-term behavior change.

## 2. Generic Training With Little Real-World Relevance

One-size-fits-all training often fails to prepare reps for the unique challenges of their specific selling situations and prospect interactions. As a result, they're not motivated to learn.

### Solution

AI has the ability to create personas based on your ideal customer profile (ICP) that think, talk, and behave just like your prospects. This ensures reps practice handling objections they'll likely encounter in real selling scenarios and know how to uncover the most pressing needs.



### 3. Limited or Delayed Feedback

Timing is everything, and salespeople need to start practicing immediately after training. With traditional sessions, feedback can be scarce or generic, making it difficult for reps to quickly identify and correct mistakes.

#### Solution

A comprehensive AI-powered sales training solution can provide reps with immediate, judgment-free insights on delivery quality, objection handling, pacing, and more. It can also track and review all questions asked and analyze repetition, filler words, conciseness, and sentence starters.

### 4. Difficulty Tracking Progress and Measuring ROI

In sales training, what gets measured gets learned. But without robust reporting, it's hard to track individual progress, understand training effectiveness, and demonstrate the return on investment.

#### Solution

Reporting is a strength of AI. Cohesive end-to-end solutions have extensive reporting capabilities that show how often reps are using the system to role-play and whether they're improving. This gives sales leaders actionable insights to identify coaching moments, monitor trends, and appropriately challenge reps.

## AI Should Enhance Expertise, Not Replace It

AI alone isn't the answer to successful sales training. You need a proven methodology that provides a clearly defined path to acquire and apply critical selling skills. However, solutions that integrate AI into a trusted framework offer enhanced offerings – tailored to your selling environment – to help reps continuously improve performance.

## Build a Foundation for Success

See how Tandem by Action Selling® is revolutionizing sales training.

[View the Infographic](#)

 Brickwork

