



Training Gap That's Costing You Sales

Sales & Ops leaders: Here's what's
draining ROI faster than you think.



request@ckdigitalearning.com



Your team isn't
struggling because they
don't learn.

They're struggling
because they can't **apply**
training on the floor.



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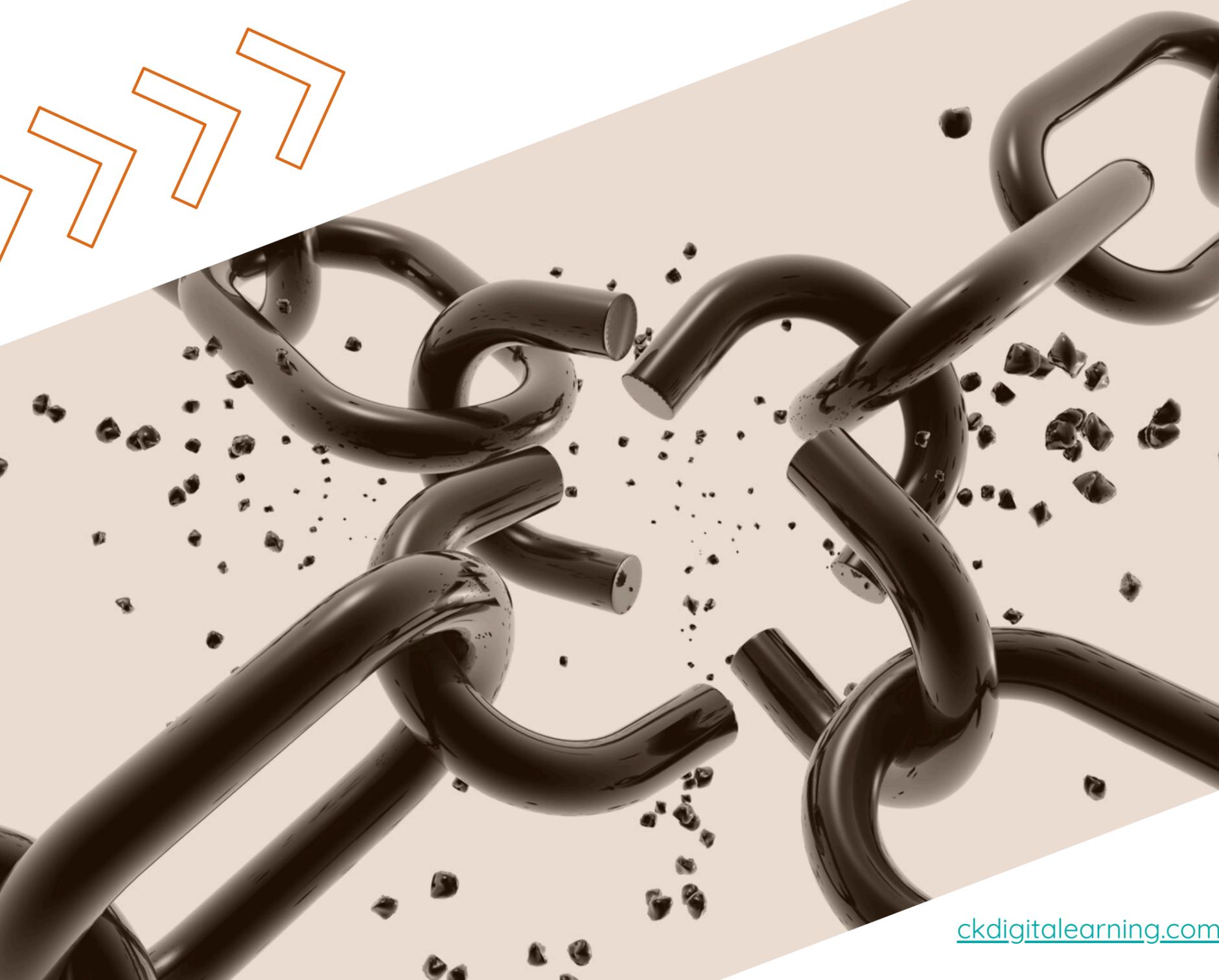
What You See on the Floor

- »» **Reps** nodding in training... but **freezing** on live calls
- »» Managers **re-explaining** basics every week
- »» **KPIs** (close rate, ramp, AHT) **stuck** in neutral



Why the Gap Exists

- »» Training focused on **knowledge**, not behavior
- »» No clear link from training to **real metrics**
- »» Managers left without **tools to reinforce skills**





Every gap between training and execution shows up as:

- »» Longer ramps
- »» More callbacks & escalations
- »» Delayed revenue



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What Actually Fixes It

- »» Tie training outcomes directly to **KPIs**
- »» Equip managers with **playbooks** + **coaching kits**
- »» Reinforce **skills** on the floor-not just in the classroom



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If reps can't apply what they learned, you're **bleeding ROI**.

Let's **close** the **gap** so training turns into sales.

Drop a comment: what training gap is costing your team right now?



GAP

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