Training Gap That's Costing You Sales

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

CK

christine@ckdigitalearning.com

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

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

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
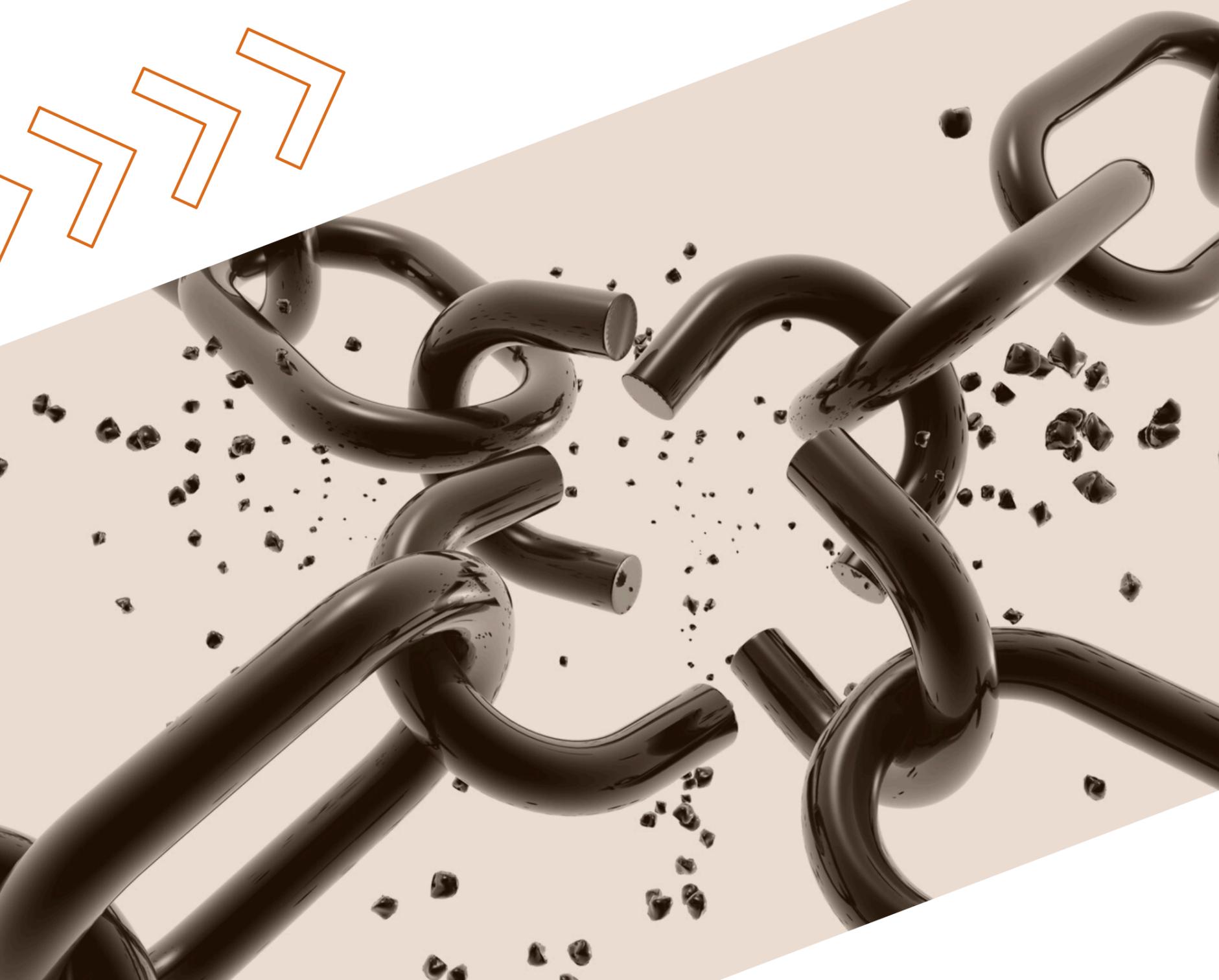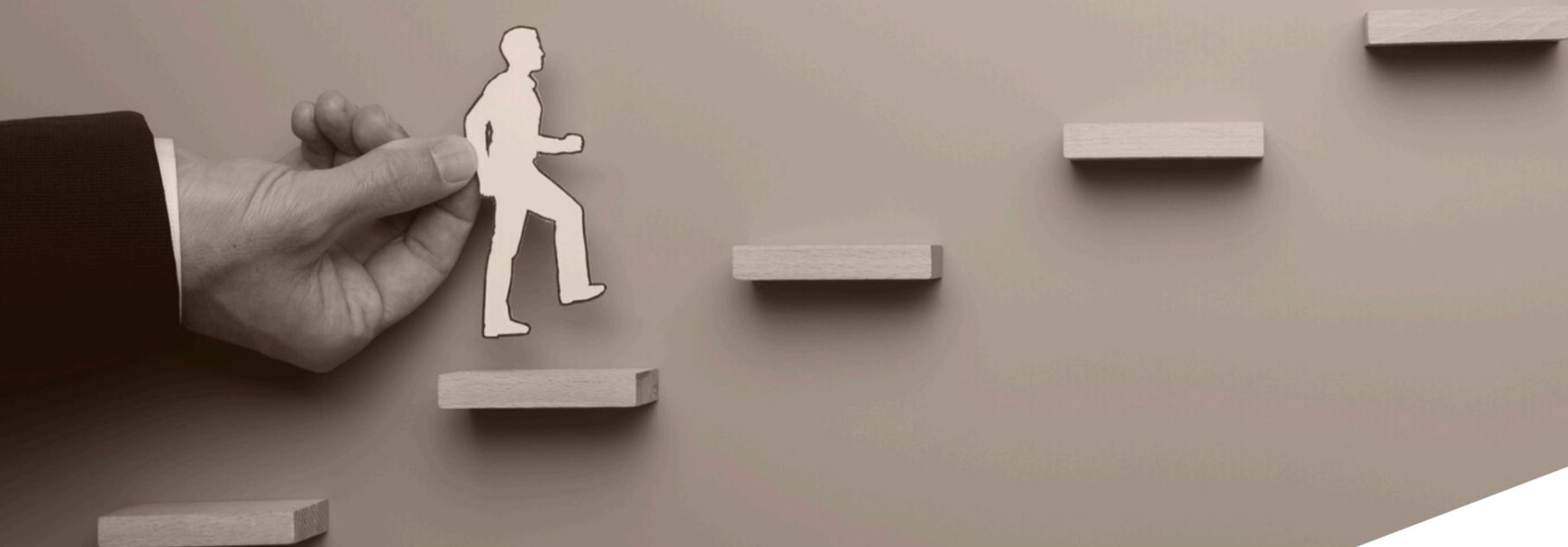
Every gap between training and execution shows up as:

>> Longer ramps

>> More callbacks & escalations

>> Delayed revenue

CK

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

christine@ckdigitalearning.com

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?

CK

christine@ckdigitalearning.com