



The Media Sales Report

Learning + Development



THE CENTER FOR
SALES STRATEGY

Sales Training

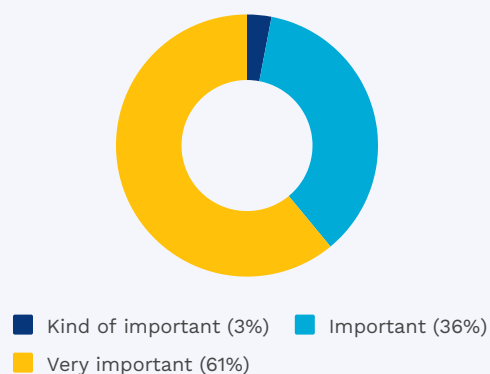
It's Clear: Salespeople Want to be Developed

Salespeople highly value ongoing learning & development, with 61% of salespeople rating it as "very important" and over a third (36%) marking it as important. This reflects a strong industry-wide sentiment that continuous education is a key component of sales success.

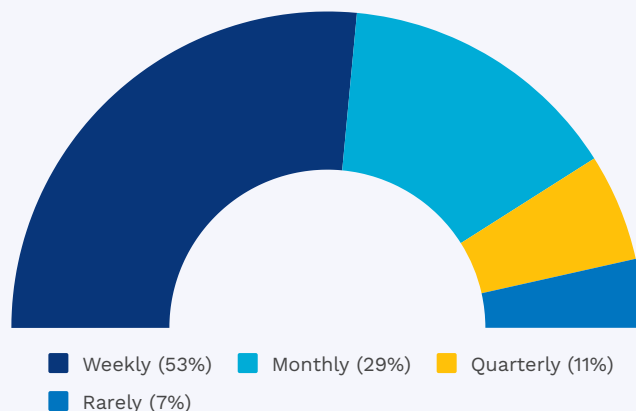
Unfortunately, Too Many Aren't Training Every Week

Despite this enthusiasm, just over half (53%) of salespeople participate in sales training on a weekly basis. While it's great to see that no sellers reported "Never" receiving sales training, too many aren't participating in training regularly enough to make any tangible impact.

Importance of Learning and Development to Sellers



Frequency of Sales Training Participation Among Salespeople



22%
of Sellers

admit outright that they don't spend "enough time" on sales training.

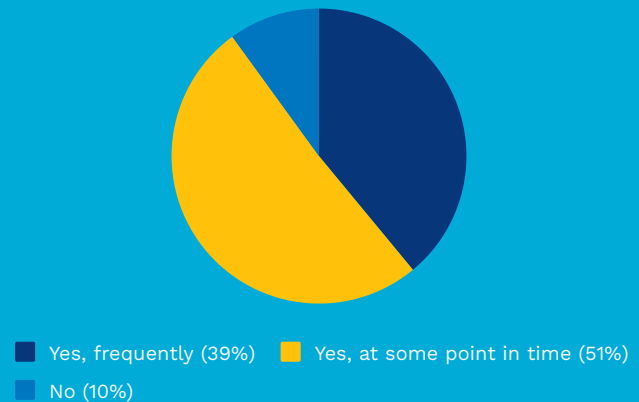


Coaching & Feedback

Imagine Receiving Zero Feedback On Your Sales Talents. Too Many Don't Have To.

Over half of salespeople (51%) tell us that they have only received feedback on their talents "at some point in time." Even worse, **1 in 10 sellers report never receiving any feedback regarding their sales talents!**

Feedback on Sales Talents

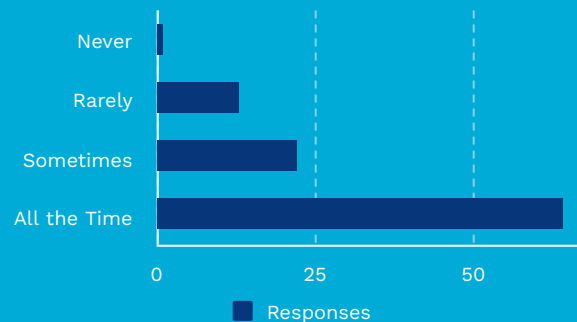


Given that 70% of sales managers use a sales talent assessment to guide hiring decisions, this data suggests a clear opportunity to extend those insights beyond hiring and into ongoing coaching and development efforts.

Almost 3/4 Feel Valued By Their Manager

It is heartening to see that the vast majority of salespeople (64%) feel valued by their manager. However, that leaves over a 1/3 whose managers could show some more appreciation.

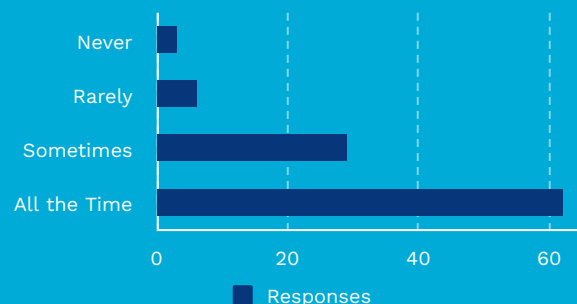
I Feel Valued by My Manager



Sellers Don't Always Feel Supported

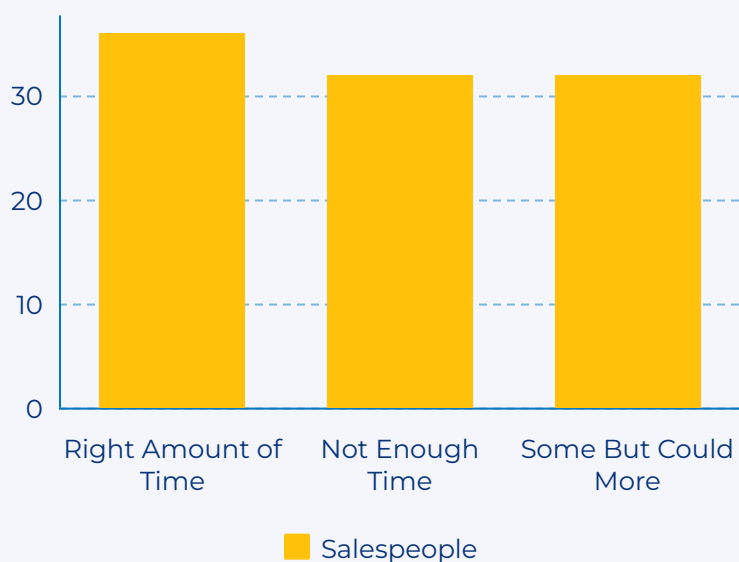
38% don't always feel supported by the managers. With 8% saying they rarely or never feel supported.

I Feel Supported by My Manager



Practice, Superstars, and Underperformers

How Much Time Do You Spend Practicing Your Sales Skills?



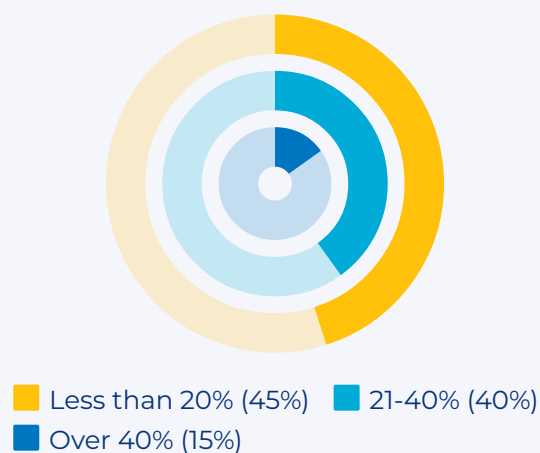
Sellers Aren't Practicing Their Sales Skills Enough

While over a third of media salespeople (36%) report spending the "right amount of time" practicing their sales skills (cold calling, presenting, discovery, roleplaying, objections, etc.), **nearly 2/3 (64%) say that they could be practicing more often.** There may be a correlation between this lack of practice and how prepared sellers feel to handle the changes in the media sales industry.

It's good to see that no salespeople feel "very unprepared" for how the industry is changing, but it's also true that **well over half (58%) feel merely "somewhat prepared" to navigate the ways in which media sales is evolving.**



What Percentage of Your Sales Team Are Superstars?



Too Little Practice = Too Few Superstars

4-in-10 sales managers report that 21-40% of their team consists of media sales superstars. To have that many superstars on a single sales team is amazing. However, most sales managers can't say the same. **Almost half (45%) tell us that for every 10 sellers on their team, just two are genuine superstars.** And with a quarter of managers (25%) telling us that 41-60% of their team is underperforming, it's clear: too little practice=too few superstars.



Sales Training Breakdown

Salespeople value learning and development, but many aren't engaging in training often enough to make a lasting impact. While some participate regularly, others struggle to dedicate the necessary time. **Without consistent reinforcement, even the best training programs risk falling short of improving long-term performance.**

Coaching and feedback are just as essential, yet many salespeople go too long without receiving meaningful input on their skills. A lack of regular feedback can leave sellers feeling unsupported and uncertain about how to improve. Sales managers have a clear opportunity to integrate more structured coaching into their teams' routines.

Sales success depends on practice, but too few sellers are sharpening their skills enough. **This lack of consistent development may be contributing to the shortage of high performers in media sales.** Organizations that prioritize ongoing learning, coaching, and structured practice will set their teams up for greater success in an evolving industry.