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COURSE BROCHURE

Sales and Customer Service Training Impact Evaluation Course

16 – 20 August 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Sales and Customer Service Training Impact Evaluation Course

Ref: 1337_50082 **Date:** 16 – 20 August 2027 **Location:** Madrid **Fees:** 5600 GBP

Sales and Customer Service Training Impact Evaluation is a 1-week training course for L&D managers, training evaluators and finance partners who must show what sales and service training changes in revenue, conversion and customer satisfaction, and it ends with a commercial training impact study. Commercial leaders now judge learning spend by pipeline and customer metrics, not attendance. Jupiter Prime Training runs this course on sales and customer service training impact evaluation.

Why Sales and Customer Service Training Impact Evaluation Matters Now

Three groups shape this work: sales directors who track win rates, basket size and pipeline velocity weekly, contact centre heads who live by first contact resolution and customer satisfaction scores, and finance partners who ask whether a product-knowledge or negotiation course paid for itself. Commercial training sits close to measurable numbers, yet those numbers also move with pricing, campaigns and seasons. The course applies the Kirkpatrick four-level model and the Phillips ROI Methodology to sales and service data.

Who Gains Most from Sales and Customer Service Training Impact Evaluation

- L&D managers who commission sales, negotiation and service skills courses
- Training evaluators who gather CRM, contact centre and survey evidence after courses
- Finance partners who validate monetary values and cost figures in impact claims
- Sales and service operations analysts who own conversion and satisfaction dashboards

A commercial academy gains most when its evaluator, a finance partner and a sales operations analyst attend together.

Sales and Customer Service Training Impact Evaluation Capabilities

Participants move from course feedback forms to evidence that ties commercial behaviours to revenue and customer outcomes.

- Build impact chains from selling or service behaviours to conversion, order value and satisfaction — sponsor agreement on measures
- Design data collection plans using CRM records, call quality scores and customer surveys — evaluator workload and timing
- Apply isolation methods such as control groups, trend lines and participant estimates — credible attribution
- Calculate monetary values for margin, retained customers and reduced repeat contacts — finance partner validation
- Tally fully loaded course costs including field time away from customers — honest benefit-cost ratios
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Communicate a short impact study to commercial leaders — decisions to scale or redesign courses

Key Sales and Customer Service Training Impact Evaluation Terms

- Impact chain — the linked sequence from training reaction and learning to on-the-job behaviour and commercial results.
- Isolation method — a technique that separates the effect of training from other factors such as pricing or campaigns.
- Control group — a comparable team that does not attend the course, used to compare results.
- Conversion rate — the share of leads, quotes or enquiries that become paying orders.
- First contact resolution — the share of customer issues solved in the first interaction without follow-up.
- Benefit-cost ratio — monetary benefits of a course divided by its fully loaded costs.

Sales and Customer Service Training Impact Evaluation Day by Day

Day 1: Commercial Metrics and Evaluation Frameworks

- Sales Funnel Metrics — Leads, Win Rate, Order Value and Pipeline Velocity
- Service Metrics — First Contact Resolution, Handling Time and Satisfaction Scores
- Kirkpatrick Four Levels in Commercial Settings — Choosing Evidence per Level
- Phillips ROI Methodology Overview — From Behaviour Change to Monetary Return
- Evaluation Candidate Selection — Which Commercial Courses Deserve Full Study

Day 2: Impact Chains and Data Collection Plans

- Impact Chain Canvas — Linking Skills to Revenue and Loyalty
- CRM and Point-of-Sale Data Extraction — Before and After Windows
- Call Quality and Mystery Shopper Scores — Evidence of Behaviour Transfer
- Customer Survey Design — Satisfaction and Advocacy Questions After Training
- Data Collection Plan Template — Sources, Owners and Timing

Day 3: Isolating the Training Effect

- Control Group Design — Matching Branches, Regions or Shifts
- Trend Line Analysis — Separating Seasonal and Campaign Effects
- Participant and Manager Estimates — Adjusting for Confidence
- Competing Factor Mapping — Pricing, Promotions and Staffing Changes
- Retail Banking and Telecom Contact Centre Case Comparisons — Isolation in Practice

Day 4: Monetary Values and Cost Tallies

- Margin-Based Revenue Conversion — Valuing Extra Sales Correctly
- Customer Retention Valuation — Lifetime Value and Churn Reduction
- Service Cost Savings — Fewer Repeat Contacts and Escalations
- Fully Loaded Cost Tally — Design, Delivery, Travel and Field Time Away
- Benefit-Cost Ratio and Payback Calculation — Presenting Results With Caveats

Day 5: Practising the Commercial Training Impact Study

- Applying Impact Chains — Mapping One Real Sales or Service Course
- Applying Isolation Methods — Choosing the Design for That Course
- Applying Monetary Conversion — Building the Benefit and Cost Tables
- Executive Summary for Commercial Leaders — Findings, Limits and Recommendations
- Commercial Training Impact Study — Final Draft for Sponsor Review

Applying Sales and Customer Service Training Impact Evaluation After the Course

- Build an impact chain and data collection plan for the next sales or service course before it launches.
- Set up a matched control group of branches or shifts and record baseline conversion or satisfaction figures for comparison.

Sales and Customer Service Training Impact Evaluation Questions FAQ

What is sales and customer service training impact evaluation and why does it matter now?

Sales and customer service training impact evaluation measures how commercial training changes revenue, conversion and customer satisfaction. It matters now because sales and service leaders fund courses that show results in their own metrics.

Which roles gain most from sales and customer service training impact evaluation?

L&D managers, training evaluators, finance partners and sales operations analysts gain most. Each holds part of the evidence.

How does sales and customer service training impact evaluation differ from a general training ROI course?

Sales and customer service training impact evaluation applies isolation and valuation methods to commercial data such as win rates, order value and first contact resolution. A general training ROI course covers evaluation across all training types.

What do you bring back from sales and customer service training impact evaluation?

You bring back a commercial training impact study for one real course, with an impact chain, data plan, isolation design, benefit and cost tables and an executive summary.

Sales and Customer Service Training Impact Evaluation: The Way Forward

The commercial training impact study first informs whether a sales or service course should be scaled, redesigned or stopped. Evaluators, finance partners and commercial leaders use it to agree on credible numbers. After the first study, the control group design deserves another look.