



The Coaching Gap:

How Millions in Sales Training Evaporate and How Voice AI Can Stop the Bleed

A Leadership Guide to Closing the Reinforcement Loop, Boosting Win Rates, and Recapturing Lost Revenue with Conversational AI

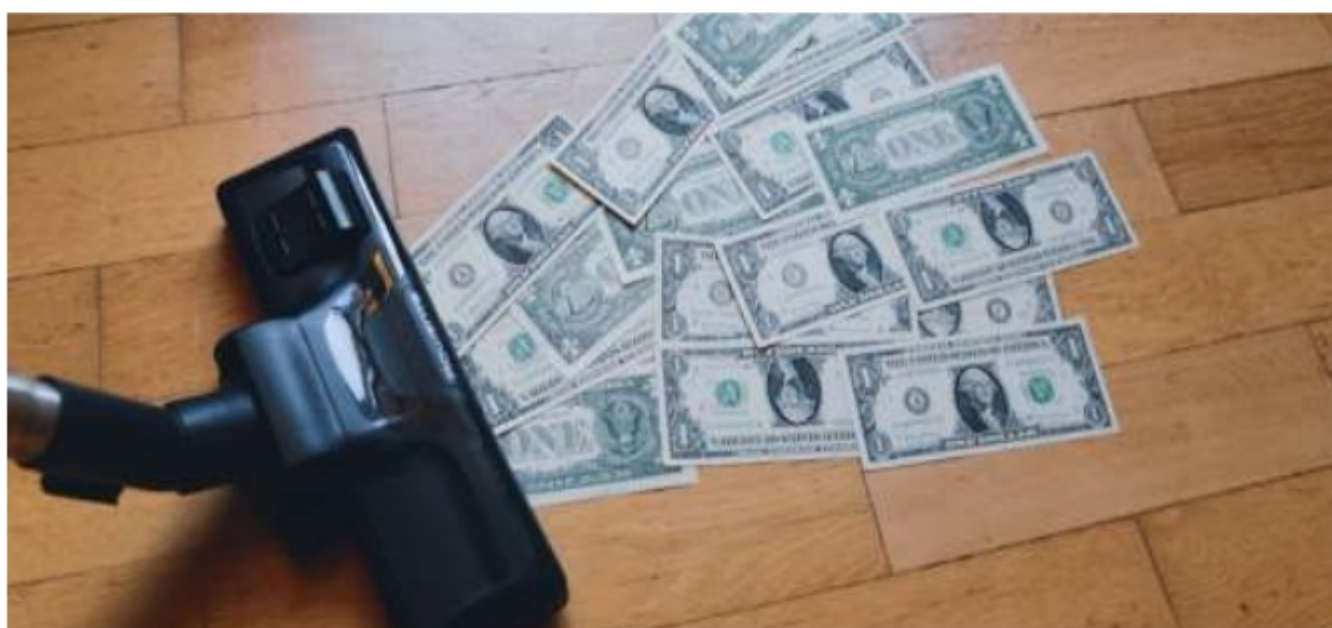


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Section 1:

The \$70 Billion Echo Chamber: Why Our Biggest Investment in Sales Fails



As leaders, we are deeply invested in the growth of our people. We believe in their potential, and we put our resources behind that belief. Nowhere is this more evident than in sales training. Across the United States, corporations invest over \$70 billion annually into training programs designed to sharpen skills, instill methodology, and ultimately, drive revenue.¹ It is a massive, well-intentioned expenditure born from a commitment to excellence. Yet, for all this investment, every sales leader has felt a nagging, persistent disconnect. We send our teams to energizing kick-offs and intensive workshops, only to see them revert to old habits within weeks. The new language fades, the structured process blurs, and the promised uplift in performance never quite materializes as we envisioned.

This isn't a failure of people or a lack of desire. **It is a failure of the model itself**, a model that is fundamentally at odds with how the human brain learns. The investment we make with such conviction is evaporating into an echo chamber, where lessons are heard but not retained, and potential is praised but not unlocked. This section will dismantle the myth that event-based training creates lasting change by exposing its core, scientific flaw: the Forgetting Curve.

The Sobering Science of Forgetting

The concept of the Forgetting Curve is not new; it was first hypothesized by psychologist Hermann Ebbinghaus in the 19th century.² His research demonstrated that without active reinforcement, the human brain is wired to discard new information at an astonishing rate. While the theory is over a century old, modern research has validated its devastating impact on corporate training with alarming precision.

Consider the data: within a single week of a training event, an average employee will have forgotten up to 90% of the information presented.¹ A landmark study by Xerox revealed that a staggering 87% of new sales skills are lost within just 30 days if they are not consistently reinforced.⁵ Other studies confirm this rapid decay, with figures showing that 79% to 84% of learned knowledge vanishes within the first 30 to 90 days.³



Your training investment climbs, but 87% of its value evaporates within a month. This is the anatomy of wasted spend."

This phenomenon is not a reflection of a rep's intelligence or commitment. It is a biological imperative. The brain purges information it deems non-essential to make room for more pressing inputs.⁴ A one-time training event, no matter how engaging, is treated by the brain as a temporary file, destined for the recycle bin unless it is repeatedly accessed and applied.

The Dangerous Illusion of Competence

The most insidious aspect of the Forgetting Curve is the profound gap it creates between perception and reality. Leaders see the investment and expect a corresponding change in behavior. Reps, having attended the training, genuinely believe they have absorbed the material. This creates a dangerous illusion of competence that masks the underlying problem.

A revealing study by Richardson Sales Performance asked sales reps and their leaders about knowledge retention 30 days after a training event.⁶ The results were stark: 100% of the sales reps surveyed believed they had retained more than two-thirds of the information. In reality, the data showed they had retained only 21%.⁶



This disconnect is the source of immense, often unspoken, friction within sales organizations. Leaders, frustrated by the lack of behavioral change, may question their team's discipline or commitment. **They resort to more frequent pipeline scrubs and stricter enforcement of CRM policies, which reps perceive as micromanagement and a lack of trust.**⁷ Reps, on the other hand, feel the training was disconnected from their daily reality and that leadership doesn't understand the pressures they face in the field.⁸ This cycle of misaligned expectations erodes the psychological safety required for a true coaching culture to flourish, replacing it with one of **compliance and resentment.**¹⁰

Furthermore, when a company invests in a sophisticated sales methodology like MEDDIC or Challenger but delivers it via a single event, it inadvertently devalues that methodology. The message it sends is that mastery is a one-time achievement, not an ongoing process. As reps inevitably forget 87% of what they learned, their application of the methodology becomes inconsistent or superficial.⁵ They revert to comfortable, ad-hoc selling habits. The very framework designed to create predictable, repeatable success becomes a source of confusion, undermining the strategic investment and leaving the organization without a common language or process to win.

Section 2:

The Anatomy of Revenue Leakage: Tracing Forgotten Skills to Bottom-Line Impact

The consequences of the Forgetting Curve extend far beyond frustrated teams and wasted training budgets. They manifest as a significant and continuous drain on the company's bottom line. This "revenue leakage" is not a single hole in the bucket, but a series of interconnected fractures that silently erode profitability. It stems directly from the failure to translate trained knowledge into applied skill.

When a sales leader sees **missed quarterly targets, high rep turnover, and unreliable forecasts**, these are often treated as separate issues requiring distinct solutions. In reality, they are cascading symptoms of the same root cause: the inability to make training stick. This section will quantify the three primary sources of this leakage, building a clear, data-driven model of the true financial cost of inaction.

The Direct Leak: Depressed Win Rates and Stalled Deals

The most immediate financial consequence of forgotten training is its impact on sales effectiveness. When reps cannot recall and apply the core tenets of their sales methodology, they are less effective in every critical stage of the sales cycle. They fail to ask the deep qualifying questions that uncover true customer pain, they struggle to handle objections with confidence, and they are unable to articulate the unique value of their solution against competitors.

This inconsistency has a direct and measurable impact on performance. Research from Korn Ferry shows that best-in-class sales organizations—those with a well-defined and consistently coached process—achieve **win rates that are 26% higher** than their peers.¹¹ Further studies confirm this, indicating that companies with formal, structured coaching programs see **win rates improve by 28% to 32%.**¹¹ The inverse of this uplift represents the revenue that is actively leaking from organizations that rely on ineffective, one-off training. **Every deal that stalls due to poor qualification or is lost to a competitor because of a weak value proposition is a direct result** of this training-to-application gap.



Companies with formal, structured coaching programs see *win rates improve by 28% to 32%*



The Strategic Leak: The High Cost of Inaccurate Forecasting

When sales reps do not consistently apply a shared methodology, the data in the CRM becomes unreliable. Deal stages are subjective, close dates are based on gut feelings, and next steps are poorly defined. This chaos flows directly into the sales forecast, rendering it dangerously inaccurate. This is not a minor inconvenience; it is a strategic liability.

Research shows that an astounding **93% of sales leaders are unable to forecast revenue to within 5% accuracy**, even with just two weeks left in the quarter.¹⁴ This unreliability has far-reaching consequences. Leadership cannot make informed decisions about hiring, marketing spend, or product investment. According to Experian, this poor data quality costs companies between **15% and 25% of their revenue annually**, with inaccurate forecasting being a primary contributor.¹⁵ When the business is flying blind, it cannot allocate capital efficiently, de-risk its growth plans, or communicate with confidence to its board and investors.

The following table models the potential annual cost of this multifaceted revenue leakage for a hypothetical 50-person sales team. It demonstrates that the failure to reinforce training is not a soft cultural issue, but a multi-million-dollar financial problem.

Revenue Leakage Category	Calculation & Assumptions	Annual Cost
1. Lost Potential Revenue from Lower Win Rates	Assumes a 3% win rate drop on a \$113.6M qualified pipeline due to inconsistent methodology application.	-\$3,409,000
2. Direct Costs of Rep Turnover	Assumes 25% annual turnover (12.5 reps) at a conservative cost of \$115,000 per rep for hiring and training. ¹³	-\$1,437,500
3. Lost Productivity During New Hire Ramp-Up	Assumes 12.5 new reps take 7 months to ramp, operating at 50% productivity against a \$1M annual quota. ¹³	3. Data Latency
Total Estimated Annual Revenue Leakage		-\$8,492,333

This analysis reframes the challenge. The issues of **missed targets, high turnover, and unreliable forecasts are not separate problems**. They are a tightly bound system of failure originating from a single point: the gap between training investment and behavioral reinforcement. Addressing this gap is therefore the single **highest-leverage action a leader can take** to increase the financial and operational performance of their sales organization.

Section 3:

The Cure is Continuous: From One-Time Events to In- the-Moment Reinforcement

The diagnosis is clear: one-time training events are an inadequate prescription for the chronic challenge of skill development. The Forgetting Curve is a relentless force that cannot be overcome with a single, concentrated dose of information. The only effective antidote is a shift in paradigm—from isolated events to a **system of continuous, in-the-moment reinforcement**. When coaching ceases to be an annual or quarterly activity and becomes a daily, integrated process, the results are transformative.



The Proven Power of a Coaching Culture

The data on the impact of sustained, effective sales coaching is not just encouraging; it is definitive. Organizations that successfully embed coaching into their culture unlock dramatic and measurable improvements across every key performance metric.



Skyrocketing Win Rates and Revenue:

Companies that implement formal, consistent coaching programs achieve **win rates that are 28% to 32% higher** than those with random or informal approaches.¹¹ This translates directly to top-line growth, with these same organizations seeing **7% to 8.4% greater annual revenue**.¹²



Dominating Quota Attainment:

The effect on quota is perhaps the most compelling. Research shows that companies with a formal coaching process see their teams achieve an incredible **91.2% of their sales quota**, a figure far beyond the reach of organizations that neglect reinforcement.¹²



Unlocking Human Productivity:

Beyond the outcomes, coaching fundamentally changes how work gets done. A study highlighted by Qwilr found that sales coaching leads to an **88% increase in productivity**, dwarfing the 23% lift gained from training alone.¹⁷ When reps are consistently guided, they spend their time more effectively, **focusing on the activities that drive results**.

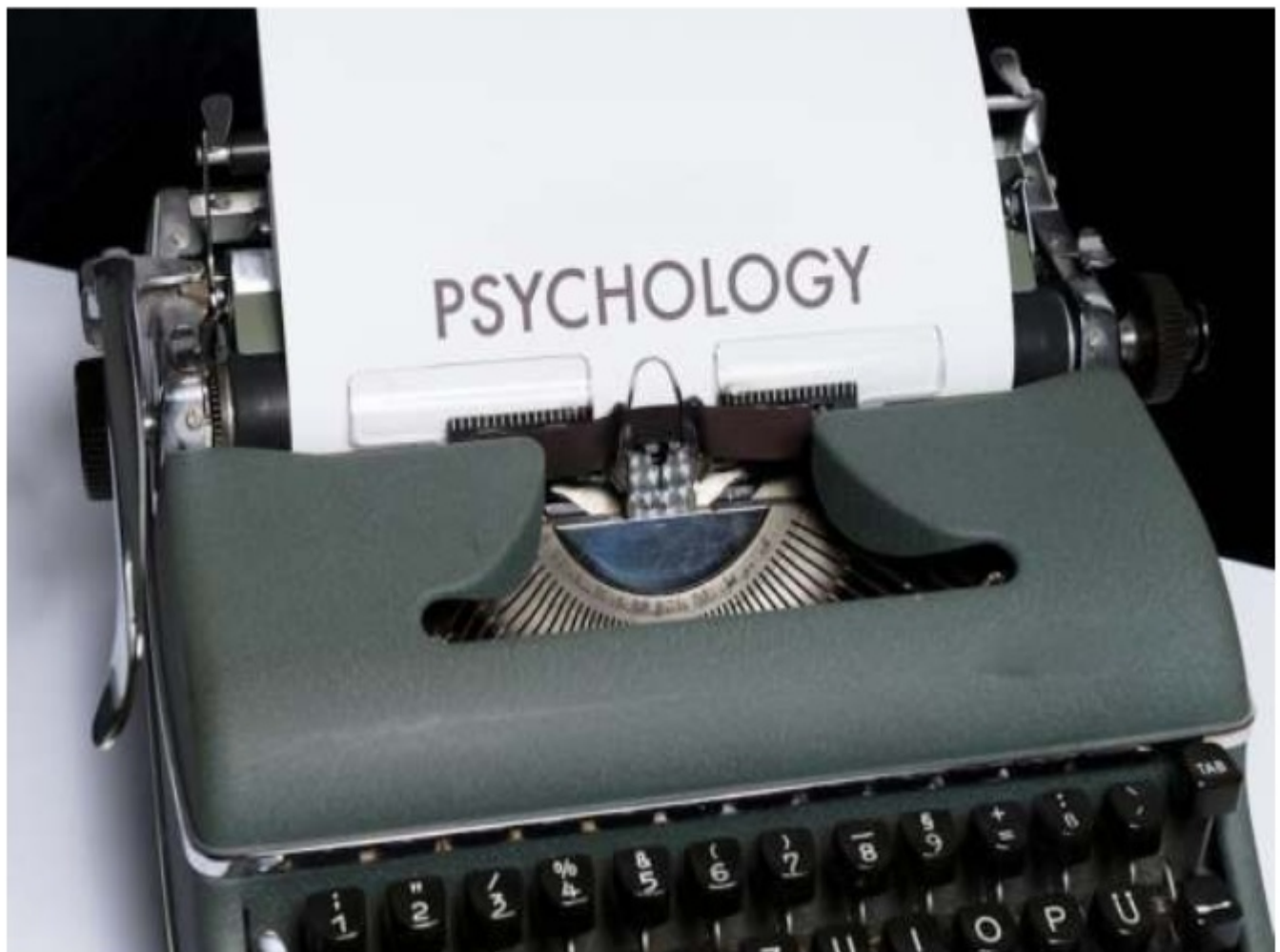
These statistics paint a clear picture: the path to elite sales performance is paved with continuous coaching.

The Human and Psychological Barriers to Scale

If the benefits are so clear, why do so many organizations fail to implement effective coaching? The barriers are both practical and psychological.

The most significant practical barrier is time. Sales managers are the designated drivers of coaching, and while **91% of them believe it positively impacts performance**, the reality of their workload makes consistent application nearly impossible.¹⁹ They are buried in administrative tasks, pipeline reviews, and internal meetings. As a result, studies show that **almost half of all sales managers spend less than 30 minutes per week actively coaching their reps on skills and behaviors**.¹² They simply do not have the bandwidth to provide personalized, timely feedback to every rep on every deal.

The psychological barrier lies in the failure of traditional coaching methods, particularly role-playing. While well-intentioned, these sessions are often dreaded by reps. They can feel artificial, awkward, and judgmental, creating an environment of peer pressure rather than one of psychological safety.¹⁰ When reps fear being criticized in front of their colleagues, they become risk-averse and defensive, shutting down the very vulnerability required for genuine learning to occur.



This highlights the need for a new mode of coaching—one that is private, on-demand, and fundamentally non-judgmental.

This is where the highest-leverage opportunity for improvement lies. Research from the Harvard Business Review shows that the **greatest performance gains from coaching are seen in the "middle 60%" of the sales team**, a group whose output can be lifted by as much as 19%.¹⁸ Yet, this is the very group that is most often neglected by time-strapped managers who are forced to focus on their top performers to close major deals or their bottom performers for performance management. A scalable solution that can democratize coaching and deliver consistent reinforcement to this vital middle segment is the key to elevating the performance of the entire organization. The goal of modern sales enablement must therefore shift from simply creating more training content to **engineering more moments of reinforcement**.

Section 4:

Introducing the AI Coaching Assistant: How CallJune.AI Closes the Loop

The vision of a continuous coaching culture is powerful, but it remains out of reach as long as it depends solely on the limited time of human managers. To bridge the gap between this ideal and the daily reality of a sales team, a new category of tool is required. It must be scalable, personalized, and seamlessly integrated into the seller's workflow. It must act as a tireless, always-on coach that reinforces methodology 24/7. This is the role of the AI Coaching Assistant.

CallJune.AI is this new kind of coach. June is not merely a data capture tool that saves administrative time; she's a sophisticated reinforcement engine designed specifically to combat the Forgetting Curve and translate training into execution. It closes the loop between the classroom and the field, making your sales methodology a **living, breathing part of every sales interaction**.

A Day in the Life of a Continuously Coached Rep

To understand the impact, let's revisit the story of a field sales rep, Maria. In the old paradigm, Maria leaves a great customer meeting, and the valuable insights she gained begin to fade before she ever has a chance to type them into a clunky CRM app. The training she received three weeks ago on qualification criteria feels like a distant memory.

With CallJune.AI, the story is transformed.

Maria walks out of her customer site visit and immediately dials her personal AI assistant, June. The conversation that follows is not just a debrief; it is a live coaching session.

J

June

Hi Maria! Ready to debrief your meeting at Baxter Medical?

Maria

Yes. It went well. I walked through the audit results, and they were impressed with the savings. They want an updated proposal with a new installation timeline.

M

J

June

Excellent. I've logged that under the Baxter opportunity. Now, let's confirm a few things based on your MEDDIC training. Was a specific budget confirmed for this project?"

Maria

Uh, no, we didn't get to a hard number yet.

M

J

June

Okay, I'll mark the 'Metrics' and 'Economic Buyer' fields as incomplete. **Did you establish a clear decision criteria and a decision process?**

Maria

We talked about their need for reliability, but I didn't formalize the process. Good point.

M

J

June

Noted. Let's add a follow-up task for you to clarify the decision process and identify the economic buyer. Your summary is saved and updated in Salesforce. Great work."

In this 2-3 minute interaction, CallJune.AI has done more than just update the CRM. It has actively reinforced Maria's MEDDIC training at the precise moment of relevance. The prompts served as personalized, non-judgmental micro-coaching, reminding her of gaps in her process without the pressure of a manager looking over her shoulder. This is how learning sticks.

From Features to Reinforcement

This narrative highlights how CallJune.AI's features are engineered to solve the core problems of training decay and coaching scalability:



Effortless Voice Debrief:

By making the debrief a simple phone call, it removes the friction of mobile apps and provides a private, safe space for reps to process their thoughts without peer judgment.⁷ This overcomes the "awkwardness factor" of public role-play and encourages the high-repetition practice necessary for skill mastery.²¹



Methodology-Aligned Prompts:

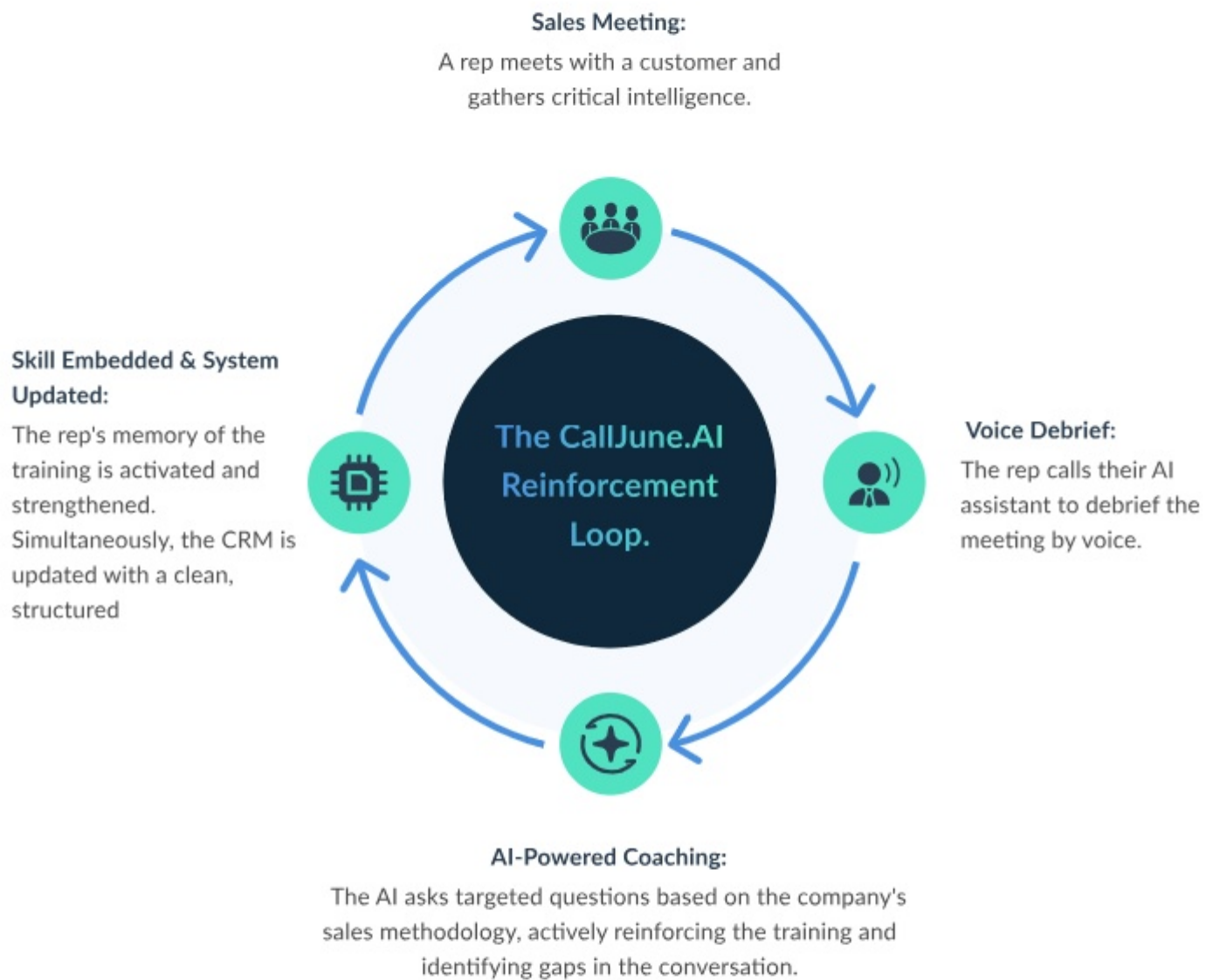
This is the heart of the reinforcement engine. The AI's questions are not random; they are configured to mirror the company's specific sales playbook (MEDDIC, SPIN, BANT, etc.). This embeds the methodology into the daily workflow, turning every post-meeting debrief into a practical application of the training.⁷



Instant, Structured CRM Updates

Clean data and accurate forecasts are the natural byproduct of a well-coached sales process. Because the AI structures the conversation, it captures high-fidelity information and populates the CRM correctly, giving leadership a true, real-time view of pipeline health.⁷

This approach transforms the role of the sales manager. They are freed from the low-value, reactive work of chasing down information and inspecting CRM records. The AI handles the tactical reinforcement—the what of the methodology. This allows the human manager to elevate their 1-on-1s to focus on strategic coaching—the why behind the deal strategy and the how of navigating complex political landscapes. The manager evolves from an inspector to a strategist, making their role more impactful and rewarding.



CallJune.AI turns every sales call into a micro-coaching session, closing the gap between training and execution.

Section 5:

The Measurable Uplift: Analyzing the ROI of AI-Powered Sales Coaching

An investment in a new sales paradigm must be justified by a clear and compelling return. The adoption of an AI Coaching Assistant like CallJune.AI is not a cost center; it is a powerful **engine for revenue growth, operational efficiency, and risk reduction**. The financial impact is felt across multiple dimensions of the business, creating a compounding "performance dividend."

This section provides a conservative, defensible analysis of the return on investment (ROI) that an organization can expect by closing the coaching gap. The model is based on the tangible, data-backed improvements that stem from making sales training and methodology stick.

Component 1: Revenue Growth from Increased Win Rates

The most direct return comes from winning more deals. As established, consistent coaching is proven to increase win rates. Organizations with formal coaching programs outperform their peers by a significant margin, achieving win rates that are up to 28% higher.¹² By embedding methodology into every post-call debrief, CallJune.AI ensures that **reps are consistently executing the behaviors that lead to wins**. A modest 3-percentage-point increase in a team's overall win rate can translate into millions of dollars in additional revenue over the course of a year.

Component 2: Cost Savings from Reduced Sales Rep Turnover

The high cost of sales rep turnover acts as a constant drag on profitability. By addressing one of the primary drivers of attrition—a lack of effective coaching and development—CallJune.AI directly improves retention.¹³ When reps feel invested in and see a clear path to improving their skills and earnings, they are more engaged and less likely to leave. Reducing annual turnover from an industry average of 25-30% down to a more manageable 15% can yield hundreds of thousands of dollars in direct savings from avoided recruitment, hiring, and training costs.¹³

Component 4: Strategic Value from Predictable Forecasting

While more difficult to assign a precise dollar value, the strategic benefit of accurate forecasting is immense. When leadership can trust the pipeline data, they can allocate capital with confidence, make smarter hiring decisions, and manage investor expectations effectively. Companies with accurate sales forecasts are 10% more likely to grow their revenue year-over-year.¹⁴ CallJune.AI de-risks the entire business planning process by ensuring the data flowing into the CRM is a true reflection of deal health, not a collection of subjective guesses.

This value is not a one-time benefit but a compounding flywheel. Higher win rates generate more revenue, which can be reinvested in growth. Lower turnover means more senior, expert reps who close larger deals. This creates a virtuous cycle of continuous improvement that widens the competitive moat. The following table models the potential annual financial dividend for a 50-rep sales team.

Performance Metric	Industry Benchmark (Without AI Coaching)	Projected Performance (With CallJune.AI)	Annual Financial Impact (for a 50-Rep Team, \$1M Quota/Rep)
Win Rate	22%	25% (+3 pts)	+\$3,409,090 Revenue (on \$113.6M qualified pipeline)
Annual Rep Turnover	25% (12.5 reps)	15% (7.5 reps)	+\$575,000 Saved (at \$115k/rep cost to replace) ¹³
New Hire Ramp Time	7 Months	5 Months (-2 months)	+\$1,041,667 Productivity Gain (from faster ramp for new hires) ¹³
Forecast Accuracy	<75% Accurate ¹⁴	>90% Accurate	De-risked planning, improved capital efficiency
Total Quantifiable Annual Value			~\$5,025,757

This analysis demonstrates that investing in an AI coaching system is one of the highest-return decisions a sales leader can make, transforming a leaky bucket of training spend into a powerful driver of predictable, profitable growth.

Section 6:

Leading the Future-Ready Sales Team

The data is conclusive, and the return on investment is clear. Yet, the decision to embrace a new model of sales coaching transcends the numbers on a spreadsheet. It is a decision about the kind of sales organization you want to lead and the kind of culture you want to build. Adopting a tool like CallJune.AI is not merely a technological upgrade; it is a declaration of a new leadership philosophy.



Beyond ROI: Building a Culture of Mastery

The ultimate benefit of continuous, AI-powered coaching is the creation of a culture of mastery. When reinforcement is delivered in a way that is personalized, private, and non-judgmental, it fundamentally changes a rep's relationship with learning.

Training is no longer a top-down mandate to be endured, but a personal tool for growth to be embraced. This approach taps into the deepest sources of human motivation: the desire for autonomy in how they improve, the drive for mastery in their craft, and the connection to a greater purpose of serving customers effectively.⁷ A team that is intrinsically motivated to get better every day is an unstoppable competitive force.

Empowering the Human Connection, Amplified by AI

There is a common fear that artificial intelligence will diminish the human element of business. In this case, the opposite is true. By automating the repetitive, tactical components of coaching—the methodology checks, the data entry, the performance tracking—CallJune.AI liberates sales managers to focus on what they, and only they, can do. It frees up their time and mental energy for high-value human interaction: mentoring a rep through a complex negotiation, providing strategic guidance on a key account, and building the deep, trusting relationships that foster loyalty and resilience. The AI handles the science of reinforcement, allowing the leader to practice the art of management.

The New Leadership Mandate

In the age of AI, the mandate for sales leadership is evolving. It is no longer enough to be the chief inspector of the pipeline or the primary enforcer of process. The most effective leaders will be the chief architects of a learning system. Their most critical role will be to equip their teams with the tools, environment, and culture that foster continuous, rapid improvement. They will understand that **a sales team's ability to learn and adapt is its most durable competitive advantage.**

This is a generational shift in how sales talent will be developed and retained. The next wave of top performers, raised on personalized, on-demand digital experiences, will expect and demand modern tools for their professional growth. Organizations that provide an environment of continuous, data-driven coaching will become magnets for the best talent, while those who cling to outdated, event-based training models will struggle to attract and keep their most valuable people.

The time has come to stop funding a broken paradigm. The billions invested in training that is destined to be forgotten can be reallocated to a system that guarantees reinforcement and drives measurable results. The future of sales will not belong to the teams that train the hardest; it will belong to the teams that learn the fastest. The only question left is: who will lead them?



About

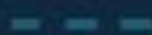
Shawn Johnson is the founder of CallJune.AI and a 25+ year B2B sales veteran who has led sales teams and complex CX/BPO deals for brands like Alorica, Foundever, Concentrix, and TaskUs. A former sales trainer and teaching pastor, he brings a people-first lens to technology, believing coaching beats compliance and relationships outlast dashboards. After watching sales reps drown in CRM admin and miss sales cues while leaders guessed at forecasts, Shawn built June, a voice AI assistant that captures real post-call insight, reinforces methodology, and feeds clean data back to the business. He lives in Southern California with his wife, two daughters, and three dogs, and still sneaks in ocean swims and electric unicycle rides whenever possible.

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