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## A STUDY ON FACTORS INFLUENCING THE CUSTOMER PREFERENCE ON SALES TRAINING COURSE

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### ABSTRACT

This research, undertaken during an internship at Brixen Sales Academy, explores the key factors that shape customer preferences when selecting sales training courses. Targeting business owners, sales managers, and assistant sales managers within the automation industry, the study employs a descriptive research design and quantitative methods, collecting data through structured surveys from 103 participants. The analysis identifies four primary factors that influence customer choices: the reputation of the training provider, perceived course benefits, the quality of course content, and pricing. The findings reveal that provider credibility and content quality have a significant impact on customer decisions, while pricing plays a moderate role. Participants place a high value on training programs that are customized to their industry, align with their organizational goals, and deliver measurable improvements in performance. The insights gained from this study offer practical recommendations for sales training providers to refine their programs, better align with customer needs, and maintain a competitive edge in the evolving market. The study concludes with suggestions for developing tailored training solutions that balance quality with cost-effectiveness, ensuring sustained customer satisfaction and enhanced sales results.

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### INTRODUCTION

In today's competitive business landscape, effective sales strategies are essential for companies aiming to grow revenue and foster long-term customer relationships. Sales teams, at the forefront of this goal, need skills that adapt to dynamic market demands. Consequently, sales training programs have become a priority for businesses looking to equip their workforce with negotiation skills, knowledge of customer psychology, and mastery of digital tools. Selecting an optimal training program is often challenging as customers must consider various factors, including the credibility of the provider, course content, cost, and expected benefits.

This article explores the factors influencing customer preferences for sales training courses, specifically through the case of Brixen Sales Academy. The Academy, known for its structured training, seeks to meet customer expectations by adapting to these influential factors, which vary across industries and market segments. By analysing customer preferences, this study aims to offer actionable insights into how sales training providers can better align with customer needs.

### LITERATURE REVIEW

This section summarizes existing research on the factors influencing sales training preferences, focusing on credibility, course benefits, content, and cost:

- **Credibility:** According to Jones (2019), customers tend to trust providers with established success records, as credibility reduces perceived risks. Sales professionals often prioritize providers with positive reviews and recognized accreditations.
- **Benefits of Training:** Smith and Parker (2020) found that sales training positively impacts performance metrics like lead conversion and customer satisfaction, making courses with clear, measurable outcomes more attractive.
- **Course Content:** Brown (2021) revealed that industry-relevant content and up-to-date digital tools increase customer preference. Tailored courses are more appealing, especially those that address current sales challenges.

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- **Cost:** Johnson (2018) showed that while higher-priced courses signal exclusivity, customers prefer affordable options with high value, especially if they are individual learners or represent smaller companies.

These insights establish a foundation for analysing customer preferences and inform the recommendations for Brixen Sales Academy's course offerings

### OBJECTIVES OF THE STUDY

The primary objective of this study is to examine the relationship between the factors influencing customer preferences and the perceived need for sales training courses. This research seeks to assess four main independent variables: **credibility of the provider, benefits offered, course content, and cost.**

#### Primary Objective

- To analyse how these four factors collectively shape customer preferences for sales training courses based on the needs of the sales professionals and their organizations.

#### Secondary Objectives

To support the primary objective, the study outlines the following:

1. To understand the influence of provider credibility on customer choice.
2. To evaluate the role of cost in determining the appeal of a sales training course.
3. To assess how perceived benefits influence the preference for a specific course.
4. To determine the importance of content relevance and customization.

This breakdown allows an in-depth understanding of each factor's impact on customer preferences in the context of sales training.

### SCOPE OF THE STUDY

This study focuses on how customers choose sales training courses, with insights derived from participants at Brixen Sales Academy. The scope includes both individual and organizational clients, encompassing a diverse geographic range, from domestic clients to international participants in online modules. By assessing preferences across in-person and online formats, the study captures the varied needs of sales professionals.

The study specifically examines the influence of four major factors on customer choices:

1. **Credibility of Provider:** How the reputation and reliability of a provider affect customer trust.
2. **Benefits of Training:** The potential improvements in performance metrics and other measurable outcomes.
3. **Course Content:** The relevance and practicality of training content tailored to industry needs.
4. **Cost:** Affordability and perceived value based on investment.

Additionally, this study addresses the varied formats provided by Brixen Sales Academy, helping the Academy better understand customer priorities and make data-driven adjustments to its programs.

### NEED OF THE STUDY

In an evolving market, sales professionals need to consistently update their skills. As sales techniques grow more complex and customer expectations shift, the demand for highly effective training becomes apparent. This study is crucial for several reasons:

- **For Individual Sales Professionals:** Training enhances skills like negotiation, product knowledge, and customer engagement, contributing to career advancement and sales performance.
- **For Organizations:** Effective training can enhance sales team efficiency, reduce onboarding time, and improve responses to market demands.

Training providers like Brixen Sales Academy can use these insights to align their courses with client expectations, differentiate themselves in a competitive market, and ensure that training programs are both accessible and valuable.

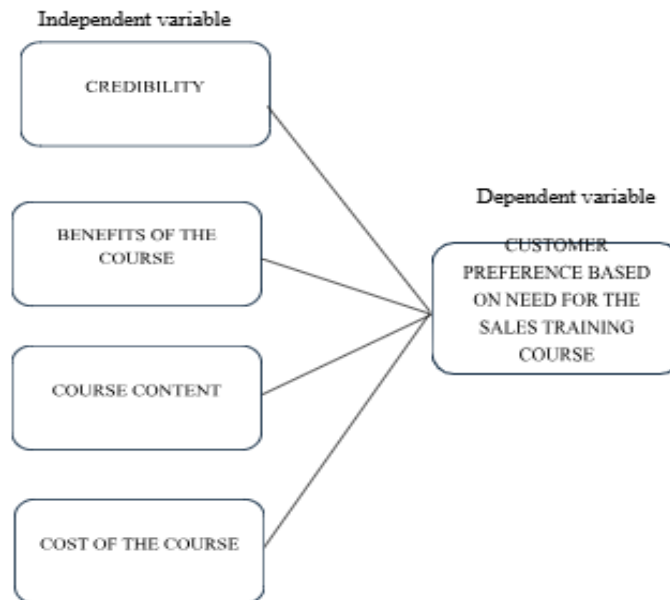
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### CONCEPTUAL MODEL



### RESEARCH METHODOLOGY

The study uses a descriptive research design to examine factors influencing customer preferences for sales training programs. Using a quantitative approach, data was gathered through a structured questionnaire targeting 103 respondents from the automation industry, including business owners, sales managers, and assistant managers.

#### Sampling and Data Collection

- **Sampling Unit:** Key decision-makers in the automation industry.
- **Sample Size:** 103 respondents, balanced across business owners, sales managers, and assistant managers.
- **Sampling Method:** Convenience sampling due to time constraints.
- **Data Collection Methods:** A mix of online and in-person surveys with Likert-scale questions to assess perceptions of training factors like credibility, course content, and cost.

#### Data Analysis Techniques

- **Percentage Analysis:** To compare responses across categories.
- **Correlation and Regression Analysis:** To explore relationships between independent variables (credibility, content, benefits, cost) and the dependent variable (customer preference).

### ANALYSIS AND INTERPRETATION

#### Demographic Variables

Variable	Frequency	Percent
<b>Designation</b>		
Business Owner	34	33.0%
Sales Manager	35	34.0%
Assistant Sales Manager	34	33.0%
<b>Number of Years in Business</b>		
1 yr - 2 yrs	4	3.9%
2 yrs - 5 yrs	33	32.0%
5 yrs - 10 yrs	44	42.7%
10 yrs and above	22	21.4%

**Non-Demographic Variables**

Statement	Mean
<b>Credibility</b>	
The reputation of the sales training provider is important to me	3.69
Testimonials and reviews from past participants influence my decision	3.52
Accreditation and certifications of the training provider matter to me	3.68
<b>Needs</b>	
I prefer customized training programs tailored to my industry	3.81
The training must improve our sales performance metrics	3.94
The training should align with our company's sales goals and strategies	3.98
<b>Course Content</b>	
Role plays and real-world examples are essential in the training	3.71
The course should include proven methods and techniques in training	3.91
The training should offer actionable insights	3.88
<b>Benefits of the Course</b>	
I expect the training to boost our sales revenue within 120 days	3.74
The training should improve our customer relationship management	3.94
The course should enhance the overall productivity of our sales team	3.86
I believe the training will improve the efficiency of my team	3.96
<b>Cost of the Course</b>	
The cost of training should be justified by the benefits received	3.75
I am willing to invest in high-quality sales training programs	3.85
The training cost should be affordable for small to medium-sized businesses	3.82

The study's analysis reveals key insights into customer preferences:

1. **Credibility:** Customers highly value provider reputation, especially those with industry-recognized certifications.
2. **Course Content:** Customized, industry-specific content is preferred, as it directly addresses client challenges and needs.
3. **Benefits:** Measurable outcomes, such as improved performance metrics, are critical. Customers want training to enhance productivity and relationship management.
4. **Cost:** Affordability remains significant, with customers favouring a balance between quality and cost, especially for small to medium-sized businesses.

These insights, supported by correlation and regression analyses, confirm the importance of these factors in shaping customer decisions. Credibility and course content show the highest impact, followed by benefits and cost, which further validates the focus of training providers on content quality and practical outcomes.

**FINDINGS**

Based on the data from 103 respondents, the following trends were observed:

- **Balanced Representation:** Equal distribution across different roles ensures a well-rounded perspective.
- **Importance of Credibility:** Over 69% of respondents valued provider reputation and certifications.
- **Preference for Customization:** Nearly 76% preferred courses tailored to industry specifics, with a high emphasis on improving performance metrics.

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- **Cost-Conscious Yet Quality-Focused:** Around 75% of respondents emphasized affordability but were willing to invest if value was evident.

These findings offer an understanding of the primary factor's customers consider when selecting sales training courses.

### SUGGESTIONS

To enhance customer satisfaction and align with preferences, the study recommends the following for training providers:

1. **Strengthen Provider Credibility:** Develop a strong reputation and maintain recognized certifications.
2. **Offer Customized Programs:** Tailor courses to specific industries for better relevance and effectiveness.
3. **Incorporate Hands-On Training:** Include role plays and real-world scenarios to facilitate practical learning.
4. **Align Training with Measurable Goals:** Ensure that training aligns with client sales goals for tangible results.
5. **Maintain Flexible Pricing:** Affordable pricing, especially for smaller businesses, will broaden accessibility and appeal.
6. **Provide Long-Term Value:** Offer follow-up support to demonstrate ongoing impact and ROI.

These recommendations will allow training providers like Brixen Sales Academy to better meet customer needs, ensuring a competitive edge.

### CONCLUSION

This study highlights that multiple factors influence customer preferences for sales training programs. Customers tend to prioritize providers with a strong reputation and courses that are industry-specific and practical. Hands-on training and real-world scenarios further improve customer satisfaction by enabling immediate application of skills.

While cost is a factor, quality remains essential, and many businesses are willing to invest if they perceive value. Sales training providers, by offering flexible pricing, customized content, and follow-up support, can differentiate themselves in the marketplace. Providers should regularly update their course offerings to keep up with trends and focus on results-oriented training that benefits both individuals and organizations.

In conclusion, sales training providers aiming to excel in the industry must consider these customer preferences and focus on delivering relevant, measurable, and customized programs. By aligning training content with industry needs, Brixen Sales Academy and similar institutions can continue to lead and innovate in a competitive market.

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