



# Bild&Co 2023 Academy Analysis White Paper

**November 2, 2023**  
**Seniors Housing Weekly Data Drips**



November 2, 2023

### Bild & Co Sales Training and Referral Outreach Training: Academy Analysis 2023

In 2023, the Bild & Co training team implemented four, 12-week sales and/or sales outreach Academy style training sessions to 150+ salespeople. These 45-60 minute training sessions included collaborative games, assignments, and interaction via Zoom. Below are some key trends of all academies completed throughout 2023, including attendance rates, participation patterns, and overall experiences from session attendees.

Target: U.S

Time Periods Data Analyzed: 1/1/2023 – 9/30/2023

Data Reviewed: Sales/Outreach Academy Style Training Experiences

**YTD 2023 Bild & Co has coached 150+ people in a Virtual Academy format that spans a period of 12-weeks for enhanced learning and implementation. Below are our key findings from these training courses.**

- Participants that were expected to join the academies participated **79%** of the time through Zoom, written comments, competing in games or engaging with the coach via email/phone.
- Participants that were expected to join the academies attended **87%** of the time.

- **55%** of participants had key takeaways from our academies like,

Sending thank you note after tour as visit follow up

Using dedicated forms and looking for the "Stand-Out" piece of service

Utilizing concrete follow up quesitons

Dig deeper in discovery and taking contro; drilling down.

Handling objections and closing.

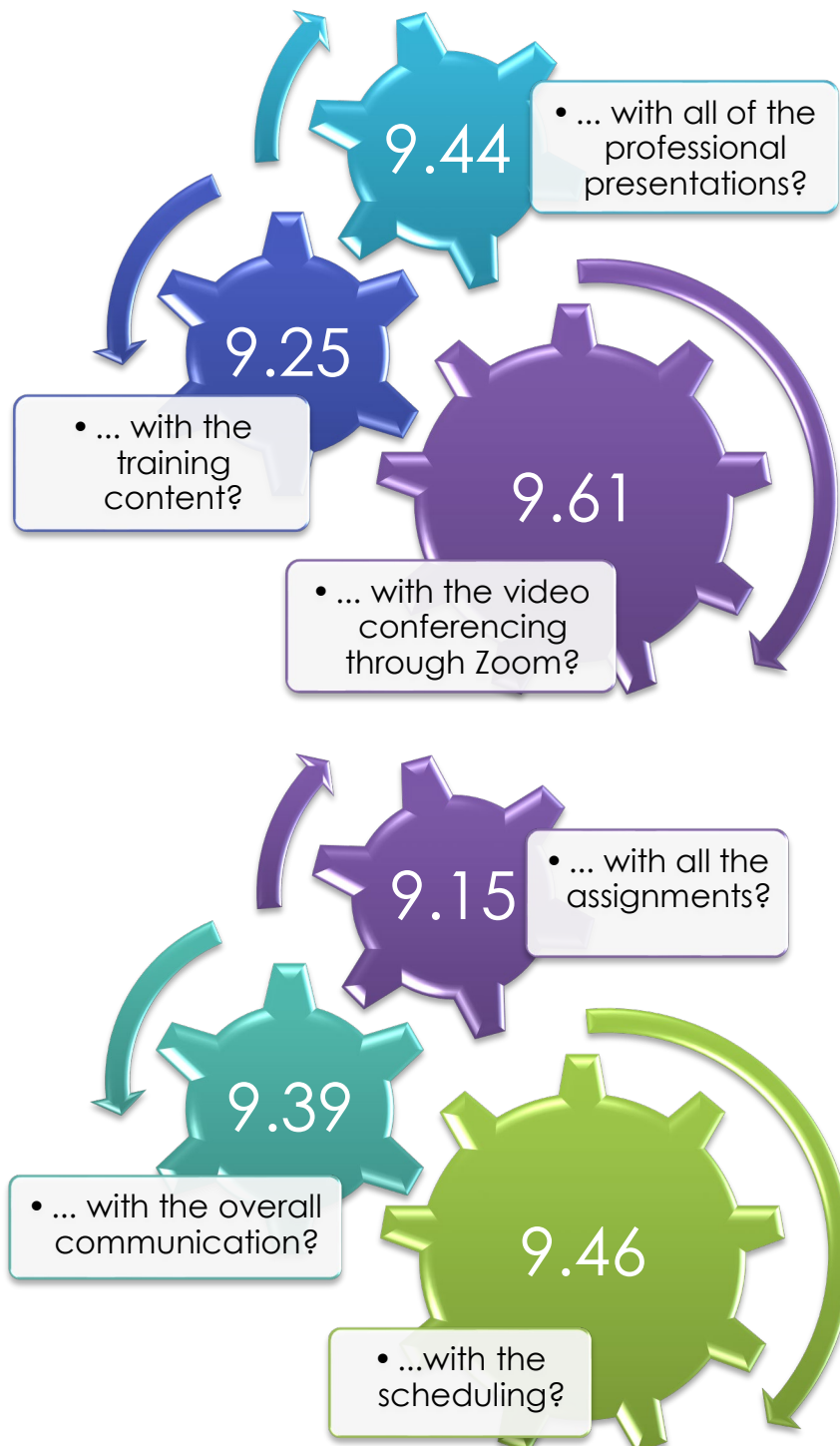
- **52%** of participants stated they would like to spend more time on external/referral development, events, overcoming objections, and closing skills.



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The below information was collected from post academy surveys conducted on clients YTD 2023.

On a scale of 1 - 10, how was your experience...



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Testimonials:

*I've been through 3 other pieces of trainings with different companies and Bild is the best! Better tips, making it rememberable, being interactive, being fun. You can think you know it all about outreach, but you don't. Bild will help you learn more and sharpen your knowledge.*

*Thoroughly enjoyed the classes. I am newer to the sales role and these couldn't have come at a better time for me. The facilitators were excellent and a wealth of valuable information. Their facilitation style was on point*

*Bild training was a great opportunity to reintroduce me to some of the basics of selling. Drilling down when met with resistance!. The training lifted me out of a place of complacency.*

*I've enjoyed the energy of the presentations and content. Even though I've done this for a long time, I gained a lot of new insights.*

*Thanks so much for all the tips and strategies from inquiry to close!*

*The BILD team was very energetic and positive.*

*I'm so grateful for this training!*

*This class was really helpful, and was enjoyable.*



Schedule your own Sales Training or Referral Outreach Academy NOW! Email [revenue@bildandco.com](mailto:revenue@bildandco.com)

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