



# 2023 Sales and Outreach Academy Results

**May 2, 2024**  
**Senior Living Weekly Data Drips**

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## **2023 Sales and Outreach Academy Results**

In 2023, BILD's training team implemented 4–12-week sales and/or outreach academy style training for over 150+ people. These 45-minute to 1-hour long training sessions include collaborative games, assignments, and interaction via camera and microphone. Below are some key trends of all academies completed throughout 2023, including attendance rates, participation patterns, and overall experiences from attendees.

**Time Periods Data Analyzed:** 1/1/2023 – 12/31/2023

**Data Reviewed:** Sales and Outreach Academy Training Experiences

**In 2023 BILD coached more than 150 people during academies. Below are the key findings from these live training sessions.**

- Participants that are expected to join the academies engage **79%** of the time through camera/microphones, written comments, competing in games or communicating with the coach via email/phone.
- Participants that are 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 and visit follow up

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

Utilizing concrete follow up questions

Dig deeper in discovery and taking control, drilling down.

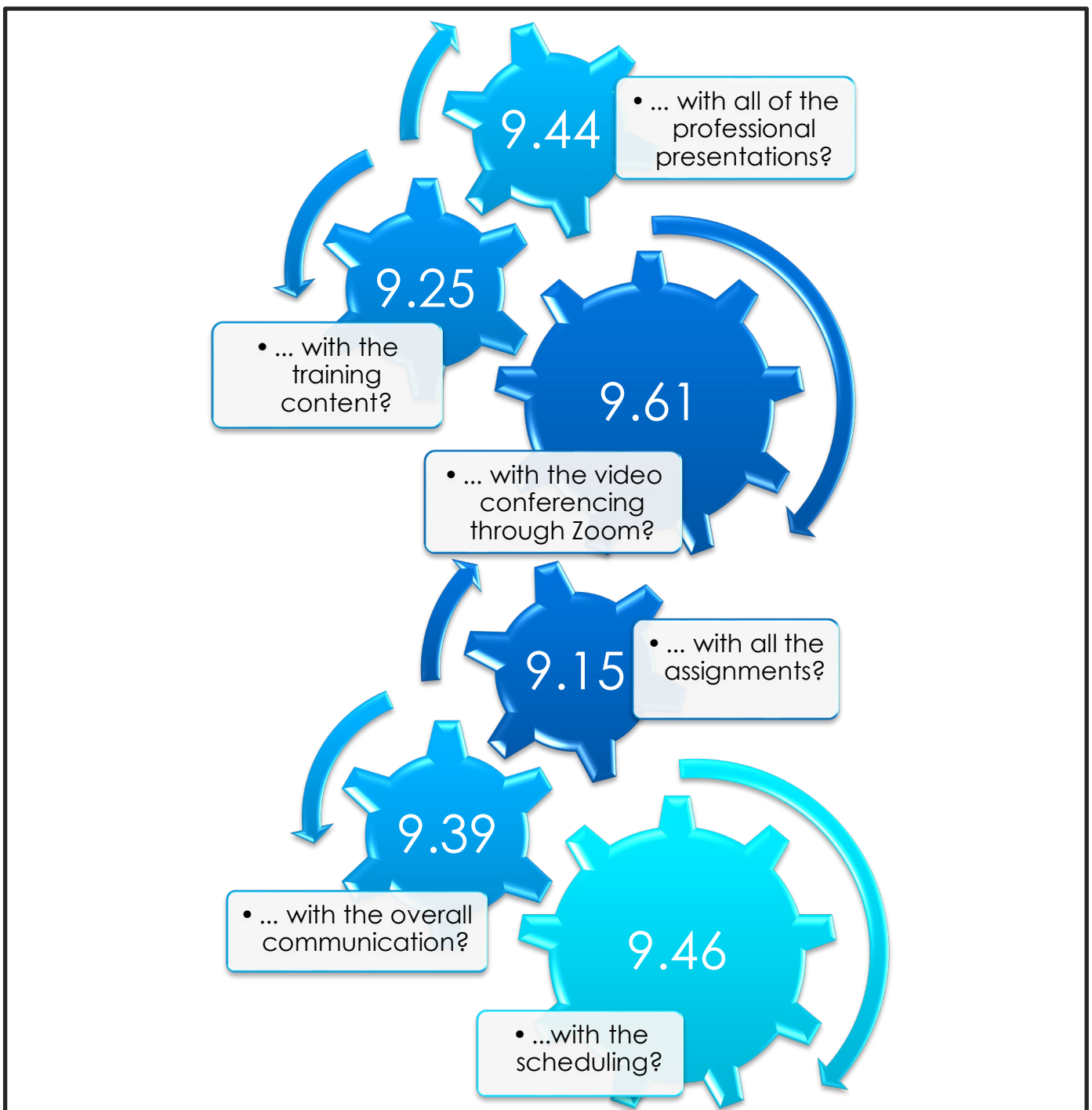
Handling objections and closing.

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

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The below information was collected from post academy surveys conducted on clients through 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 couldnt have come at a better time for me. The faciliators were excellent and a wealth or 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.*



Is it time to **RENOVATE** your sales training program?

Schedule a call **TODAY!**

