



— AN INTEGRITY SOLUTIONS GUIDE · FOR SALES LEADERS

## 2026 Sales Readiness Guide

# Hope Is Not a Revenue Strategy.

What's really behind your team's performance gap — and what to do about it before Q4.

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FOCUS

Sales Performance

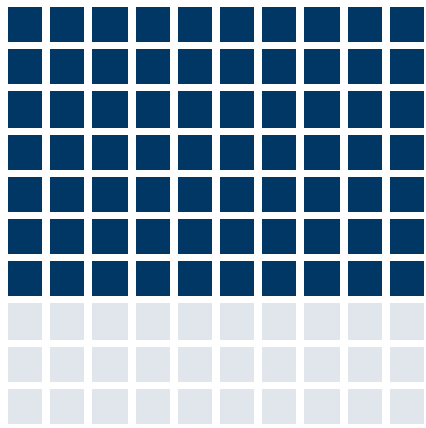
**The teams that  
close 2026 strong  
started in Q2.**

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**Integrity Solutions**

SALES PERFORMANCE CONSULTANTS

Sales leaders aren't failing on weak pipelines or bad products. They're failing on execution.

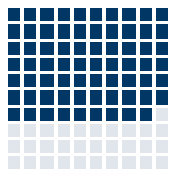


70 IN 100 SELLERS

**70%**

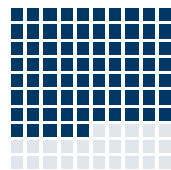
of sellers missed quota in 2025. Not because of bad products, but because of inconsistent execution.<sup>1</sup>

**69%**



of sellers say selling is harder now than a year ago<sup>2</sup>

**75%**



say sales cycles are longer and more complex<sup>3</sup>

**2.3<sup>x</sup>**

more likely to provide ongoing coaching — the gap between top and average teams keeps widening<sup>1</sup>

<sup>1</sup> Salesforce State of Sales, 2025

<sup>2</sup> HubSpot Sales Trends Report, 2025

<sup>3</sup> LinkedIn State of Sales, 2025

# Five problems costing you revenue right now

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- |           |  |  |
|-----------|--|--|
| <b>01</b> | <b>Results depend too heavily on a handful of top performers</b> | Your best reps carry the number while the rest stay unpredictable because top-performer behavior is never deliberately developed across the team. If forecast accuracy depends on who's having a good quarter, that's the gap. |
| <b>02</b> | <b>Deals stall in complex, multi-stakeholder buying cycles</b>   | Buying groups have expanded, and reps built for a two-call close aren't built for a six-person committee. Deals stall not from lack of interest, but because reps can't navigate a longer, more complex cycle.                 |
| <b>03</b> | <b>Margin erodes as reps discount under pressure</b>             | Under pushback, the easiest move is to drop price, and most reps do. It isn't weak negotiation; it's too little confidence in the value conversation to hold the line, and it shows up directly in gross margin.               |
| <b>04</b> | <b>New reps take too long to ramp, and the problem compounds</b> | Onboarding builds product knowledge fast but rarely selling confidence. Closing the gap to live-deal execution takes months with no structured path, so every week in the ramp is lost revenue.                                |
| <b>05</b> | <b>You've invested in training before, and it didn't stick</b>   | A program kicks off with energy, then three months later nothing has changed. It's a systematic sustainment one: skills need 60-180 days of reinforcement and coaching to become habits.                                       |
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Sales teams don't struggle because of effort. They struggle because of inconsistent execution, uneven skills, and training that doesn't reinforce long enough to stick.

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**Integrity Solutions**

Sales Performance Research

# What it looks like when these problems are solved



## When execution becomes consistent across the team

- Pipeline quality improves as reps qualify more rigorously
- Forecast accuracy rises as deals move predictably
- The gap between top and average performers narrows
- Managers develop teams instead of firefighting



## When onboarding is built around execution, not knowledge

- New reps reach full productivity faster
- First-year turnover drops
- Managers coach advanced skills, not basics



## When reps can navigate complex buying cycles

- Deal momentum improves and stall rates drop
- Win rates climb in competitive, multi-stakeholder deals
- Reps reach economic buyers, not just end users



## When training is built for sustainment, not events

- Behavior changes in the field, not just the workshop
- Managers become coaches, not pipeline reviewers
- Development compounds instead of resetting



## When the value conversation replaces the discount one

- Gross margin per deal improves
- Average deal size increases
- Reps close with confidence, not price

— THE PROOF

# What this looks like in the numbers

These aren't projections. They're outcomes from organizations that built a roadmap around their team's specific gaps — the same approach we'd build for you.

— MEDICAL DEVICE

# 23%

**revenue increase** after building a training plan around the team's specific gaps — not a one-and-done workshop.

— MEDICAL DEVICE

# \$110k

**in new business** secured within weeks of completing sales training.

— FINANCIAL SERVICES

# 195\*

**return per dollar** invested in training.

— GLOBAL MANUFACTURING

# 112-140%

**revenue growth** by location, in just one year.

RESULTS FROM INTEGRITY SOLUTIONS CLIENT ENGAGEMENTS

— OUR APPROACH

# How Integrity Solutions closes the gap

We build Sales Performance Roadmaps for organizations where customer relationships matter — not training calendars, not off-the-shelf workshops. A structured, tailored program that starts with your team's specific gaps and builds toward consistent, measurable execution across the full sales cycle.

01

## Mindset

Belief drives behavior. Skills without belief don't transfer — so we build genuine conviction in the value reps carry into every conversation.

02

## Skillset

Repeatable, top-performer behaviors developed across the whole team, built for the longer, more complex modern sales cycle.

03

## Reinforcement

Coaching and accountability over 60-180 days, so new skills become habits in the field instead of fading after the workshop.

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The only sales training partner that unifies mindset, skillset, and coaching reinforcement into a single, proven behavior-change framework — human-led, tech-enabled, built to close the gap between knowing and doing.

# Why starting now matters

80%

of training content is forgotten within 30 days without reinforcement. That's not a knock on content quality — it's simply how behavior change works. Real change takes **60-180 days** of deliberate practice and coaching.

## ↗ Teams that start in Q2

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6-9 months of reinforcement before year-end reviews

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Enter Q4 with embedded habits and consistent execution

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Managers coaching proactively, building on momentum

## ⚠ Teams that wait until Q4

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Reps still in the learning curve during peak close season

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Asked to execute new techniques under maximum pressure

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Managers scrambling to make up ground, not build on it

— YOUR NEXT STEP

# The gap is real. It's also fixable.

Talk to an Integrity Solutions Learning and Performance Consultant. We'll curate a 2026 Sales Performance Roadmap that fits your team's structure, roles, and specific selling gaps.

**BOOK A CONSULTATION** →

— RECOGNIZED, YEAR AFTER YEAR



**SellingPower**  
Top Sales  
Training Companies



THE STEVIE® AWARDS FOR  
SALES & CUSTOMER SERVICE



**INTEGRITY**  
*Solutions*

A proven, global sales training partner with 50 years of experience developing the mindset and skillset of sales professionals. Our human-led, tech-enabled approach delivers measurable, sustained performance for organizations who believe integrity and results aren't a tradeoff.

