



— AN INTEGRITY SOLUTIONS GUIDE • FOR SALES LEADERS

2027 Sales Readiness Guide

Hope Is Not a Revenue Strategy.

What's really behind your team's performance gap, and how to build the fix into your 2027 plan.

FOCUS

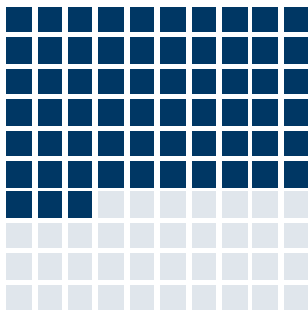
Sales Performance



**The teams that hit
2027 are building it
into the plan right now.**

Integrity Solutions
SALES PERFORMANCE CONSULTANTS

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



63 IN 100 SELLERS

63%

of sellers are expected to miss quota this year, and inconsistent execution is at the core.¹

18%

of sales leaders cite training and developing sales skills as the biggest challenge facing sales teams.²

57%

of sales professionals say customers take longer to decide than they used to.¹

1.4^x

High-performing sales teams are more likely to incorporate AI coaching¹

¹ Salesforce State of Sales, 2026

² HubSpot State of Sales, 2026

Five problems costing you revenue right now

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- | | | |
|----|--|--|
| 01 | Results depend too heavily on a handful of top performers | 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. |
| 02 | Deals stall in complex, multi-stakeholder buying cycles | 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. |
| 03 | Margin erodes as reps discount under pressure | 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. |
| 04 | New reps take too long to ramp, and the problem compounds | 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. |
| 05 | You've invested in training before, and it didn't stick | A program kicks off with energy, then three months later nothing has changed. 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.

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

AI-Powered Reinforcement

Coaching and accountability over 60-180 days, so new skills become habits in the field instead of fading after the workshop. Elevate Selling™ adds AI roleplay and AI coaching, scored against our methodology.

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We're the only sales training partner that builds mindset, skillset, and AI-powered coaching into one program. Human-led, technology-enabled. Built to close the gap between knowing and doing.

Why the plan you build now decides 2027

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 planning now

A full year of reinforcement behind the number they signed up for

Reps enter Q4 2027 with habits, not homework

Managers coaching proactively, building on momentum

⚠ Teams that wait

Reps still in the learning curve during peak close season

Asked to execute new techniques under maximum pressure

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 2027 Performance Roadmap that fits your team's structure, roles, and specific selling gaps.

BOOK A 2027 PLANNING SESSION →

— 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.

