
Sandler-Driven ROI

ROI of Sandler


Client: **HubSpot**

Results Driven By Sandler:

- Increased average sales price (ASP) by **12%**
- HubSpot's closing cycle is **18%** shorter
- **10-15%** increase in sales productivity



ROI of Sandler

Client:  **GONG**

Results Driven By Sandler:

- Average Deal Size increased by **19%** year-over-year
- Increased Gong's **reach** into SMB and mid-markets
- Developed Gong-specific **Sales Playbooks** for long-term sales success



ROI of Sandler

Client:  Informatica™

Results Driven By Sandler:

- Accelerated pace of sales reps reaching quotas – Several reps reported surpassing their Q1 quota by **80%**
- Reduced overall cost of sales by **driving shorter sales cycles**



Sandler Sales Performance Report

Long-Term Impact on Sales

KPIs After One Year of Sandler Training

- Prospecting improved by **62%**
- Overall sales cycle time improved by **44%**
- The number of quotes to closing deals improved by **39%**
- Sales rep ratings/productivity improved by **80%**
- Sales team turnover decreased by **64%**
- After one year, ROI is **116%**

