Sales training evidence and follow-up scorecard

Separate learning, application and commercial evidence to make a proportionate program decision.

Your reusable working template 1/2

1. Define the decision and behavior before choosing measures.
2. Keep satisfaction, demonstration, workplace evidence and business outcomes separate.
3. Report counts and denominators, including missing and no-opportunity cases.
4. Use comparisons carefully and state attribution limits; make a concrete improvement decision.

Target work behavior and decision the evaluation must inform

Participation and reaction: counts, relevance comments and limits

Baseline task, criteria, sample, context and reviewer

Comparable post-task results and alternative explanations

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.

Sales training evidence and follow-up scorecard

Separate learning, application and commercial evidence to make a proportionate program decision.

Your reusable working template 2/2

Workplace eligibility, opportunity window and evidence owner

Available samples, criteria met, missing samples and no-opportunity cases

Commercial measure, comparison, other changes and attribution limits

Program decision, corrective action, owner and next review

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Completed hypothetical example 1/2

Target work behavior and decision the evaluation must inform

Discovery summary checks problem/consequence/next evidence step; decide support before expansion.

Participation and reaction: counts, relevance comments and limits

12 participants; attendance and favorable comments do not establish learning.

Baseline task, criteria, sample, context and reviewer

Before:5 of 12 meet agreed criteria; reviewers use the same task standard.

Comparable post-task results and alternative explanations

After:9 of 12 meet criteria; aggregate totals do not show individual change or isolate cause.

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Completed hypothetical example 2/2

Workplace eligibility, opportunity window and evidence owner

Follow-up when relevant calls occur;8 of 12 had eligible tasks; manager collects samples.

Available samples, criteria met, missing samples and no-opportunity cases

6 samples available;4 meet criteria;2 eligible samples missing;4 had no task;4/6 ≈ 66.7% , not whole-group rate.

Commercial measure, comparison, other changes and attribution limits

Track suitable-opportunity conversion later; account for changed lead quality and sales-cycle timing.

Program decision, corrective action, owner and next review

Update old note template; coach next-evidence step; manager reviews further eligible samples before scaling.

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