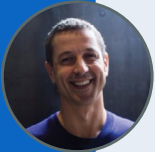




How LinkedIn Mandated 50% of Sales Managers' Time Be Spent Coaching

The global sales organization at LinkedIn invested in learning and saw big returns. It all started with a manager time study that found only 10% of manager time was spent on coaching. This needed to change. The team hypothesized that an increase in learning and coaching would have a significant positive effect on the bottom line. The sales organization mandated that sales managers spend **50%** of their time coaching their direct reports. Managers received learning resources on how to prepare for coaching, how to decide what areas to focus on, when to assign learning resources, and how to use performance data to inform each session. In addition to mandatory live trainings, the LinkedIn sales organization leveraged coaching and mentoring content on our LinkedIn Learning platform, making it easy for everyone to learn at their own pace, wherever and whenever they wanted to.



"We are continuing to learn and refine the program because we believe that the impact that it has on our business is tremendous. More importantly, it has helped us build a culture of learning within our sales organization."

Mike Gamson

SVP Global, Sales Solutions at LinkedIn

26%

LinkedIn's mandate resulted in a **26%** increase in quota attainment, an **8%** lift in salesperson performance, lower attrition rates, and improvement in employee voice survey (EVS) scores.