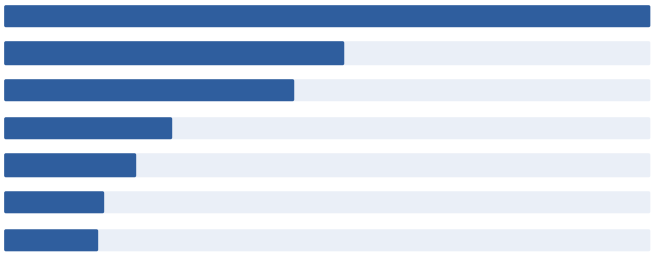
THE TRAINING MARKETPLACE · MARKET INTELLIGENCE FOR TRAINING PROVIDERS

What Buyers Searched For: Sales Training Demand, 2026

Every sales and business development search made by training buyers on The Training Marketplace, January to August 2026: what buyers are looking for, and the two ways they search for it.

630	36%	2 ways to search
sales searches, Jan to Aug 2026	is selling skills and technique, the biggest theme	conversational TaMi (AI chat) and classic database

1. Where the demand is



More than a third of sales searches are about the craft of selling itself: cold calling, handling objections, closing, and consultative and solution selling. The second theme is the machinery around it, CRM, pipeline, territory and customer data. The third is negotiation and the quality of client conversations, and pitch delivery and pricing strategy add a further tenth. Buyers want sales skill and sales systems together, not one or the other.

2. Two ways buyers search

TaMi search (AI chat)

Buyers describe a need in their own words:

"Client feedback isn't landing well, can we train for better listening and negotiation"

"How do we coach consultants on discovery calls when managers have no time to review recordings"

"I'm trying to figure out how to get my team to sell better"

"My person needs to know how to speak to customers when they get angry"

"I need client management trainers for investment banking"

"Technical sales training"

Our AI matchmaker reads plain language and surfaces the right provider, just like ChatGPT or Gemini.

Database search

Buyers browse pre-defined course categories:

Customer Data Management	53
Cold Calling	32
Presentation and Pitch Delivery	31
General Sales	23
Sales Training and Enablement	22
CRM Strategy and Planning	21
Relationship Management	21
Closing Techniques	20

The classic directory: fast, familiar and still the busiest route in sales, with 77% of searches.

Buyers reach providers two ways: by typing a problem into TaMi, our conversational AI, or by browsing the database. Sales is a database-led category, more than three quarters of these searches came through the directory, so category listings carry real weight here. A strong profile is built to be found by both.

3. How to be found by both

- **Lead with the fundamentals of selling.** The single biggest theme is core technique: cold calling, objection handling, closing, consultative and solution selling. A profile that names these plainly meets more than a third of the demand head-on.
- **Sell the system as well as the skill.** One in five sales searches is CRM, pipeline, territory planning and customer data. Providers who connect behaviour change to what happens in the CRM answer a question buyers are already asking.
- **Negotiation and listening is the loudest plain-language need.** The most repeated TaMi search in this space is a buyer saying client feedback is not landing and asking for listening and negotiation training. Speak to that and you speak to the busiest AI query in sales.
- **Write for the sales manager, not just the rep.** Buyers ask how to coach discovery calls, how to review call recordings and how to get a team to sell better. Sales coaching and enablement capability is a buying trigger, not a footnote.
- **Pitch and price are part of the sale.** One in ten of these searches is pitch delivery or pricing strategy. Buyers treat the boardroom pitch and the commercial conversation as selling skills, so position them that way rather than filing them under general presentation training.
- **List under the categories buyers browse.** Customer Data Management, Cold Calling, Presentation and Pitch Delivery, General Sales and Sales Training and Enablement are the highest-volume database categories here. If you are not listed there, you are not in the running.

Source: sales and business development buyer searches logged on The Training Marketplace platform, 1 January to 13 August 2026 (TaMi AI searches and database searches). Search volumes are counts of distinct search events across the full period. Scope covers selling technique, negotiation, CRM and sales operations, pitch delivery and pricing strategy, sales performance and promotion, account management and business development, and customer service. Adjacent marketing, general presentation and business writing categories are counted separately. Prepared by The Training Marketplace.