

Training MVP Awards Best Practice: Minitab's Sales Performance Assessment Competency Evaluation & Development

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Executive Summary

The article describes Minitab's transformation of their Sales Performance Assessment (SPA) program, moving from activity-based metrics to behavioral competencies. The Chief Revenue Officer and Global Director of Learning & Development partnered to integrate eight Korn Ferry competencies into quarterly business reviews for quota-carrying sales staff. The initiative shifted focus from tactical selling behaviors to mindset, adaptability, and strategic thinking capabilities. Implementation included comprehensive manager training, quarterly coaching sessions, and digital learning resources. Results include structured quarterly evaluations with development plans for low-scoring competencies and the exit of three underperforming representatives. The program represents a strategic partnership between sales and learning functions, positioning talent development as a revenue enabler through behavior-focused performance management rather than purely numerical assessments.

Key Insights

1. Minitab shifted sales performance evaluation from activity-based metrics to behavioral competencies, focusing on how salespeople think, lead, and interact rather than just tactical selling behaviors
2. The integration of competency assessment into existing quarterly business review processes ensured ongoing evaluation rather than one-time training events
3. Partnership between Chief Revenue Officer and Learning & Development created cross-functional alignment and elevated L&D's role in sales performance management

Practical Takeaways

- Embedding competency frameworks into existing business review cycles creates sustainable performance conversations beyond isolated training events
- Providing comprehensive manager guides and regional training sessions supports meaningful adoption of new performance evaluation approaches

Critical Analysis

Strengths include detailed program design documentation and clear implementation steps. The partnership between CRO and L&D demonstrates organizational alignment. However, the article lacks

quantitative revenue or performance impact data, focusing primarily on process metrics. Results are limited to organizational actions taken rather than measurable performance improvements. The three-person exit statistic provides limited insight into overall program effectiveness.

Organizational Practice

Minitab integrated eight behavioral competencies from the Korn Ferry framework into quarterly Sales Performance Assessments, replacing activity-based metrics with mindset and strategic thinking evaluations, supported by manager training and digital learning resources

Strategic Implications

The case demonstrates a trend toward behavioral competency integration in sales performance management, suggesting organizations are expanding beyond traditional activity metrics to include thinking and collaboration capabilities in performance evaluation systems

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