

# CPD Hours vs SCA Scores vs Sales Quota Achievement

Results of Corporate Partner Pilot – 2024 vs 2025

# TABLE OF CONTENTS

1. BACKGROUND AND CONTEXT	1
2. PARTICIPATING CORPORATE PARTNERS	2
3. RESULT HIGHLIGHTS	3
4. STATISTICAL INTERPRETATIONS	4
5. DETAILED BUBBLE CHARTS	10

# BACKGROUND & CONTEXT

Between 2023 and 2025, a handful of organisations participated in a unique corporate partner pilot program.

Members of their sales teams – across varying levels of experience, seniority and responsibility, had their knowledge and experience baselined using the CISP SCA (“Sales Capability Assessment”). Depending on their respective SCA results, individuals were directed into the CISP’s Self Directed online Continuing Professional Development (“CPD”) platform where they consumed a variety of precisely targeted CPD resources specifically tailored to their individual learning needs coupled occasionally with more traditional training materials. Importantly, they were able to consume as much of that content as they wanted and do so at their own self-directed pace.

After a year, their SCA’s were run again and the deltas between those results and the initial baselines were measured. Several organisations also shared internal quota performance data for sales team members, providing the ability for us to associate the correlation between the amount time individuals engaged with the CPD, improvement in their SCA scores and performance against sales quotas. It should be noted that in the case of the senior sales executives and managers the majority of whom completed Level 6 assessments, some quota results were gathered at team or business unit level rather than individually.

There are four SCA assessment levels, all of which directly map across into the CISP’s Sales Capability Framework. The lowest – Level 3, caters for inexperienced salespeople, typically, with less than two years of experience. The highest – Level 6, caters for highly experienced Chief Sales Officers and Directors of Sales, often with 20 or more years of experience.

Across the following pages we outline in detail the results for one organisation in the pilot who put 39 of their BDM’s, relationship managers, Sales Managers and Sales Directors through an SCA followed by individually customised CPD programs. The horizontal axes represent the average number of hours spent each week on the CPD platform (as informed by the individual SCA reports), while the vertical axes represent the corresponding increase or decrease in SCA scores between their pass 1 baseline and pass 2 reassessments after 12 months. The relative size of the bubbles represents the percentage increase (darker-colored bubbles with white text) or decrease (faded bubbles with red text) in actual sales quota achievement.

## PARTICIPATING PARTNERS

**brother**

**ARCO** 

  
**CROMWELL**

**BCIS**



Royal  
Caribbean  
Group

**Anaplan**

  
**Westfield Health**

**TOSHIBA**

  
**EY**

  
**sas**

  
**Huthwaite International**

  
**GARMIN**

  
**BOSTIK**

**Schlumberger**

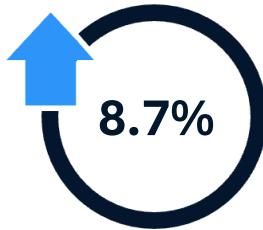
  
**O<sub>2</sub>**

  
**Royal Mail**

  
**vodafone**

-  18.2%  
Average increase in sales against quota (12 months)
-  8.7%  
Average individual SCA score improvement (12 months)
-  0.66  
Correlation coefficient (r) between CPD hours and change in SCA scores  
*[0.6 – 0.8 = strong correlation; 0.8 – 1.0 = very strong correlation]*
-  0.73  
Correlation coefficient (r) between changes in SCA scores and sales quota improvement
-  0.79  
Correlation coefficient (r) between CPD hours consumed and sales quota improvement
-  2.9  
Average monthly CPD hours per person

## SCA Improvement



**Average individual improvement in SCA score between Pass 1 (baseline) and Pass 2 (12 months later)**

Members of the sales teams – across varying levels of experience, seniority and responsibility, had their knowledge and experience baselined using the CISPSales Capability Assessment (“SCA”). Each participant then embarked on a program of Continuing Professional Development (“CPD”), individually customised according to the priority learning areas identified in their baseline SCA’s. See page 5 for more details on the CPD.

A year later, participants completed a second SCA – which we call Pass 2, and the deltas between their scores for Pass 1 and Pass 2 were compiled and analysed to determine the degree of improvement in knowledge and skill over the period.

Across the entire cohort, the average SCA improvement between Pass 1 and Pass 2 was **8.7%**

## CPD Engagement

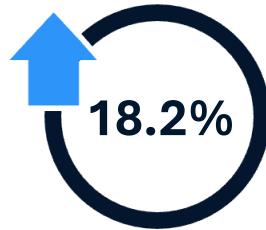


Average monthly hours engaged with CPD platform

Participants engaged with the ISP's CPD platform based on their individually prioritised learning areas. Every person's program was different, driven specifically by the learning needs identified in their baseline SCA's. Engagement with the platform was flexible, in the sense that each participant engaged whenever they chose to and for however long they chose to. The highest engagement averaged 4.2 hours per month; the lowest 45 minutes per month. Engagement with Continuing Professional Development was tracked on an individual basis. Each person's engagement times were captured and CPD points accrued accordingly.

Average engagement with CPD was measured at **2.9 hours per month**.

## Actual Sales Improvement



Average 12 month increase in actual sales per participant

For financial years 2023-24 and 2024-25, individual sales performance was measured against their sales targets. Target data and achievement data for each participant was supplied by the company.

Across the cohort the average actual improvement in sales delivered against target was **18.2%**.

Individual sales targets increased in a range of 0% to 50%. A mean of 25% was chosen for the purposes of the study, but anecdotally that figure may well have been conservative.

# SCA to CPD Relationship

0.66

## Correlation Coefficient (r) between CPD engagement and annual change in SCA scores

The Pearson product-moment correlation coefficient, also most frequently referred to as r or Pearson's r, is a number between -1 and +1 that describes the strength and direction of the relationship between two variables. An r of +1 indicates a perfectly linear positive relationship whereby any movements in one variable are perfectly correlated with movements in the other. An r of -1 describes a perfectly inverse relationship, or that movements in one variable are perfectly opposite those in the other variable. An r of zero denotes no relationship at all.

A correlation coefficient of **0.66** indicates a ***moderately strong positive relationship*** between CPD hours and SCA scores. It is positive so as CPD hours increase, so too do SCA scores. It is moderately strong meaning it is noticeable and statistically meaningful, but not perfect. There is a decent amount of shared movement between the two variables, though not enough to conclude that one directly causes the other.

r		Strength or Weakness of Association
+1 to +0.8	-1 to -0.8	Perfect or Very Strong association
+0.8 to +0.6	-0.8 to -0.6	Strong association
+0.6 to +0.4	-0.6 to -0.4	Moderate association
+0.4 to +0.2	-0.4 to -0.2	Weak association
0 to +0.2	0 to -0.2	Very weak or no association

# SCA to Actual Sales Relationship

0.73

Correlation Coefficient (r) between improvement in SCA scores and actual sales results

To determine the correlation between knowledge and skill improvements and actual sales delivered, each participant's level of individual SCA improvement (positive and negative) between Pass 1 (baseline) and Pass 2 was measured against that person's actual sales performance.

A correlation coefficient of **0.73** indicates a ***strong positive relationship*** between two data sets. Positive – meaning as SCA result improves, so too does actual sales. Strong meaning the relationship is statistically clear and consistent. Not perfect, but strong enough to make confident inferences. A meaningful connection clearly exists between the two variables.

r		Strength or Weakness of Association
+1 to +0.8	-1 to -0.8	Perfect or Very Strong association
+0.8 to +0.6	-0.8 to -0.6	Strong association
+0.6 to +0.4	-0.6 to -0.4	Moderate association
+0.4 to +0.2	-0.4 to -0.2	Weak association
0 to +0.2	0 to -0.2	Very weak or no association

## SCA to Actual Sales Relationship



### Correlation Coefficient (r) between CPD engagement and actual sales results

To determine the correlation between time invested in engaging with the CPD platform and actual sales delivered, the time each person spent on the platform over the year was recorded and compared with that person's actual sales performance over the same period.

At 0.79 we are at the ***threshold of a very strong correlation***. This means the relationship between CPD engagement and actual sales output is ***highly predictive***. A salesperson who spends more time on CPD, is highly likely to see real improvement in sales. While still not "cause and effect," the connection is tight enough to ***confidently recommend action*** based on it.

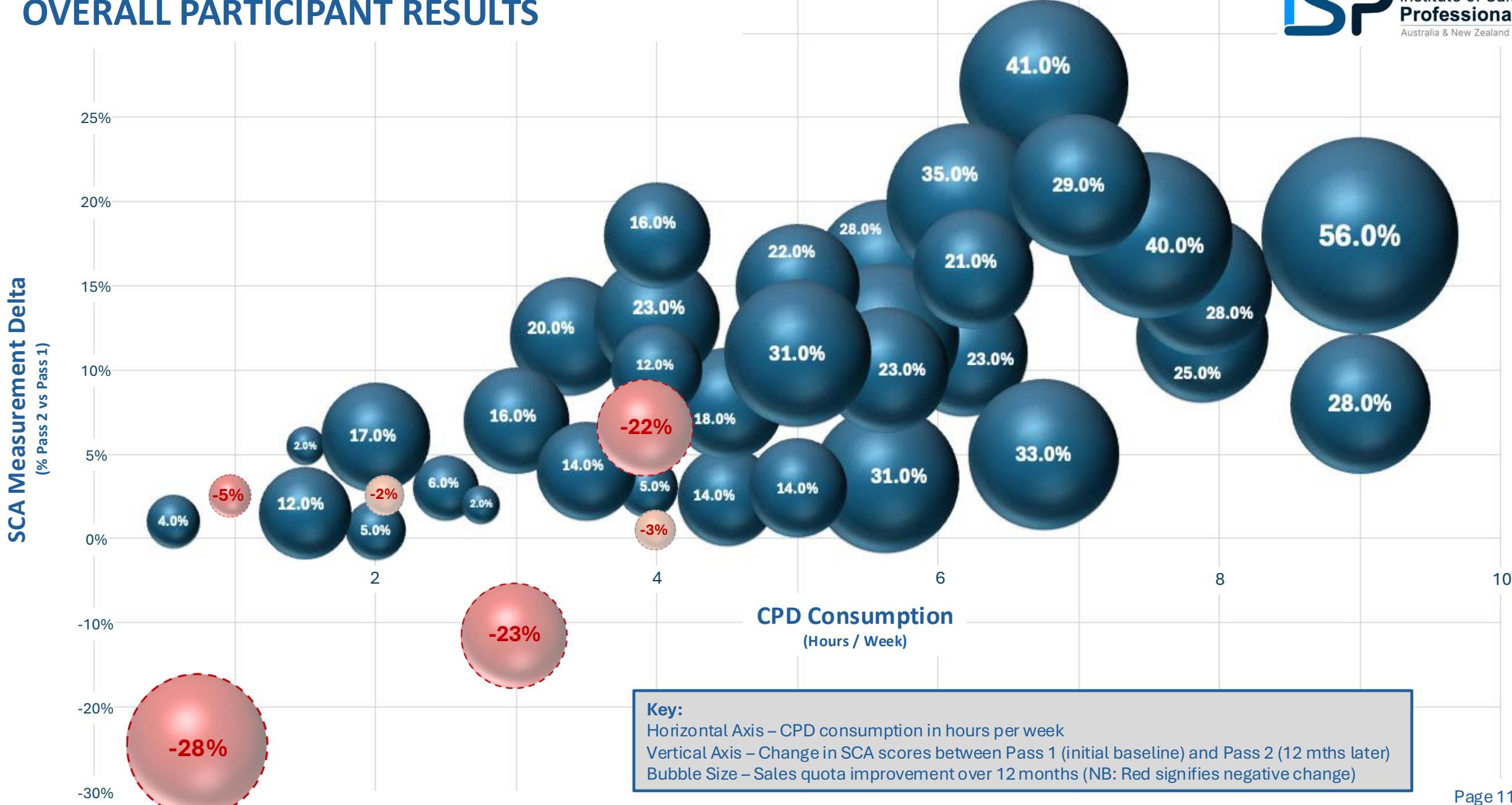
- 0.79 makes a strong case for investment and scaling;
- It lowers risks for decision makers. An increase in CPD engagement is very likely to lift sales performance; and
- This number says this outcome was no fluke. This works.

## Conclusions

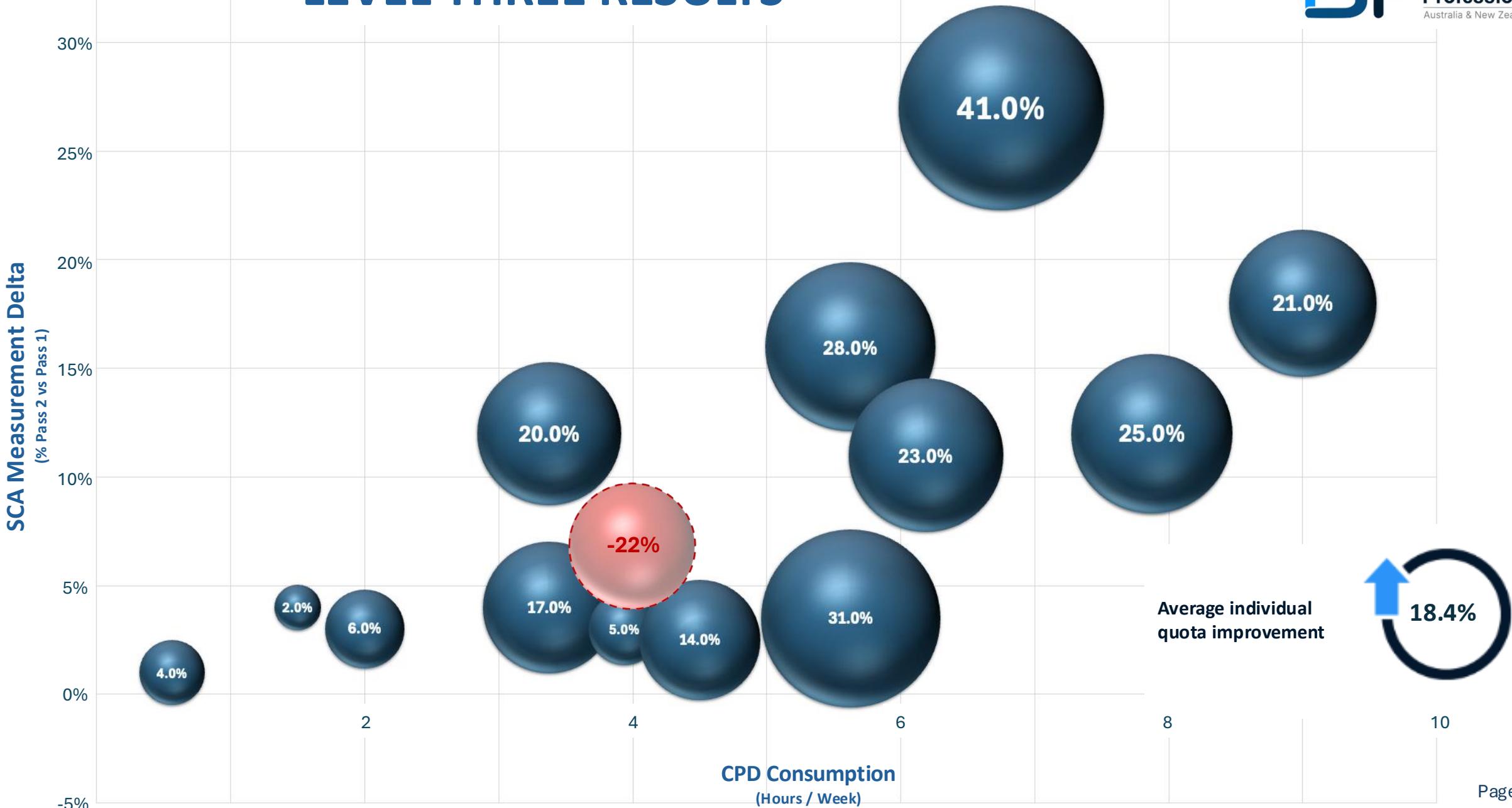
"The relationship between CPD engagement and sales performance improvement was statistically strong at 0.79 — and means that the more time organisations invest in tailored CPD for their managers and people, the better they performed. That signal is very clear."

"Taken together, the correlation between **CPD hours and actual sales improvement ( $r = 0.79$ )** and the correlation between **SCA improvement and sales uplift ( $r = 0.73$ )** provide compelling, data-backed evidence that the ISP's structured capability development — both in terms of what people know and what they do — has a direct, powerful, and measurable impact on sales performance. In short: the more targeted the development and the more engaged the learner, the greater the return."

# OVERALL PARTICIPANT RESULTS

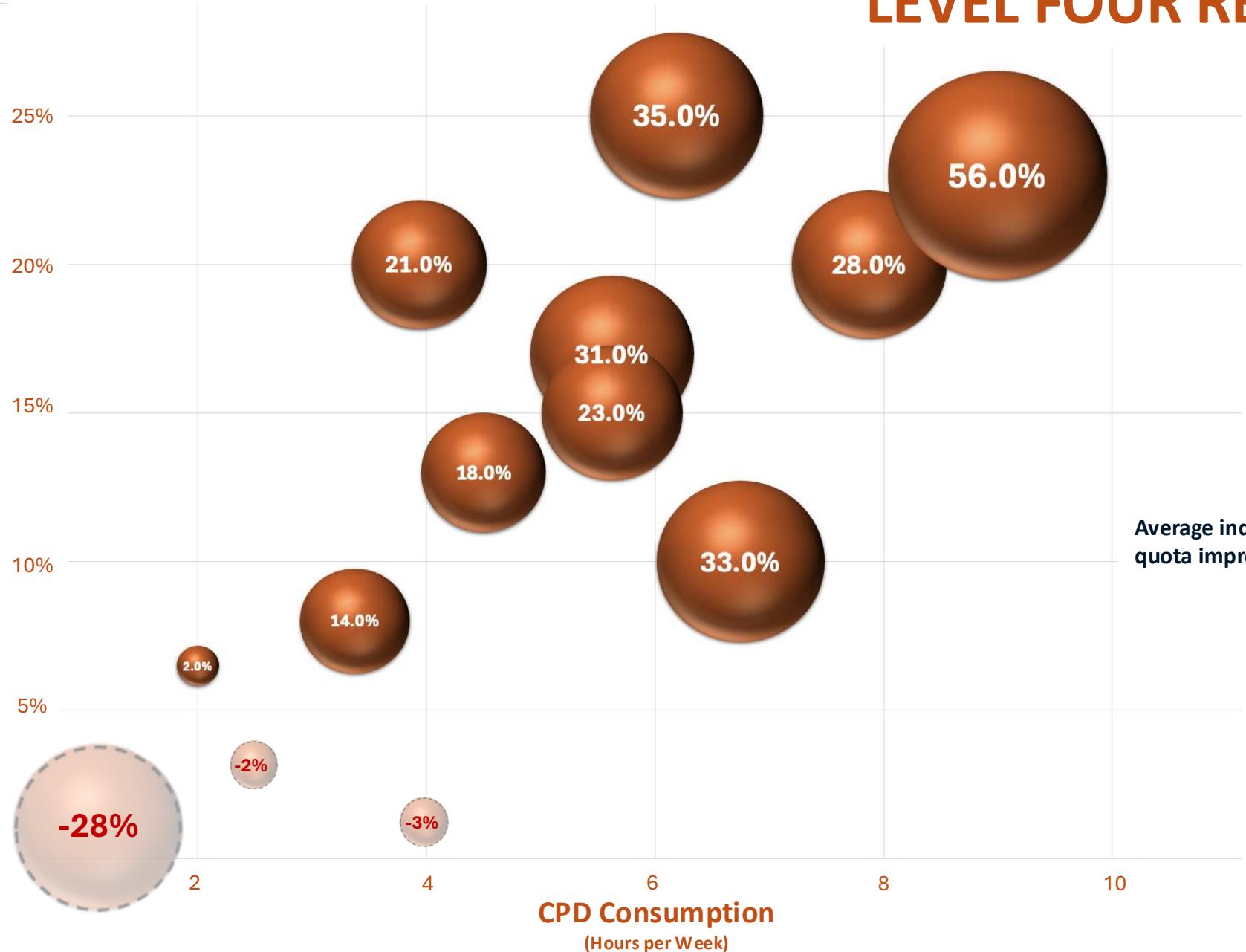


# LEVEL THREE RESULTS



# LEVEL FOUR RESULTS

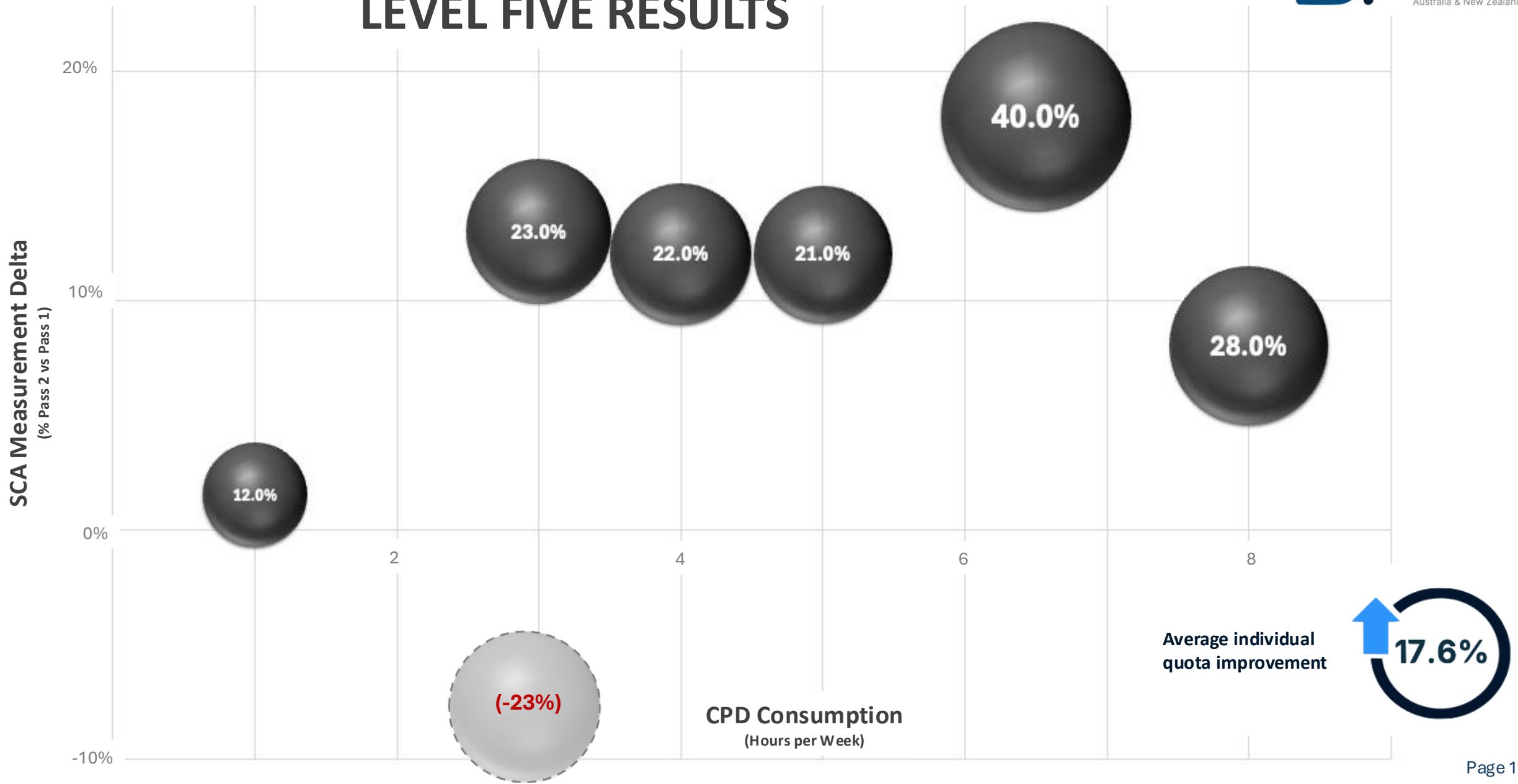
SCA Measurement Delta  
(% Pass 2 vs Pass 1)



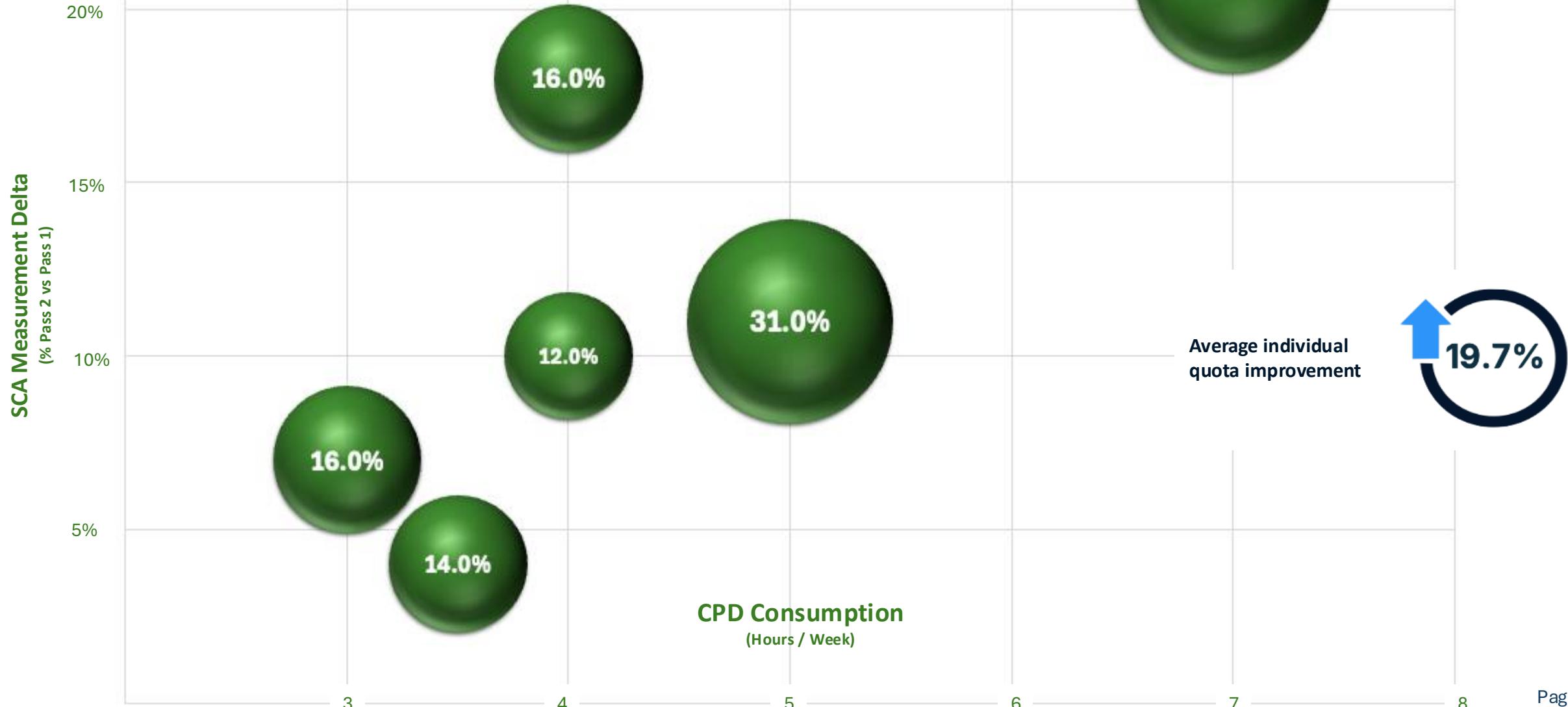
Average individual  
quota improvement



# LEVEL FIVE RESULTS



# LEVEL SIX RESULTS





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