ACTUAL INSIGHTS

The State of Mining Sales 2025

CONTENTS

EXECUTIVE SUMMARY

Actual Insights: The State of Mining Sales 2025

Mining has never been more technically advanced yet its commercial capability continues to lag behind.

Throughout 2025, A.I. LAMB surveyed and interviewed more than 80 sales leaders, executives, and marketing professionals across the Mining Equipment, Technology and Services (METS) sector. Responses were gathered globally, with a strong Australian base and growing participation from Latin America and North America.

The findings reveal a consistent and uncomfortable truth:

> Mining doesn't have a sales problem. It has a commercial maturity problem.

Key Findings

- 60% of respondents rate their sales training as average or below
- 75% believe there is a strong or extreme need for mining-specific sales training
- 50% of professionals are self-funding their own development
- 45% of companies invest less than $500 per salesperson per year
- Time pressure, not skill or motivation, is the number-one barrier to performance

While individual drive is strong, organisational systems, leadership rhythm, and investment discipline are not keeping pace.

METHODOLOGY

Purpose and Approach

The State of Mining Sales 2025 survey was designed to benchmark the commercial capability, training quality, and professional development investment across sales and marketing roles within the mining and METS industries.

It provides both quantitative insight (using Likert scales) and qualitative reflection through open-ended feedback, helping to identify where the industry's commercial maturity stands today.

The study reflects A.I. LAMB's unique position as both advisor and practitioner working closely with dozens of sales and executive teams each year across METS companies.

Survey Design

The questionnaire comprised 10 primary questions, structured around the following themes:

Question Focus	Question Type	Response Format
Role and career pathway	Multiple choice	Categorical
Quality of sales training received	Likert (5-point)	1 = Very poor → 5 = Very good
Need for mining-specific training	Likert (5-point)	1 = Not at all → 5 = Extremely
Interest in an MBA-style mining sales program	Likert (5-point)	1 = Not interested → 5 = Extremely interested
Personal and organisational investment in training	Multiple choice	Nominal
Primary sales challenges	Open-ended	Text
Company investment per salesperson	Multiple choice	Categorical ($ brackets)
Interest in future learning opportunities	Binary (Yes/No)	Optional email capture

Where applicable, responses were measured using 5-point Likert scales (e.g., 1 = Not at all to 5 = Extremely), consistent with established social science practice.

Sampling and Data Collection

Total Respondents*

80

*20 collected at IMARC 2025;
60 gathered digitally from industry networks*

Survey Period

FEB-OCT 2025

Distribution channels:

▶ In-person at IMARC 2025 (Sydney)

▶ Through A.I. LAMB's ongoing client and partner network

▶ Via LinkedIn and email to verified professionals in mining sales, marketing, and leadership roles

Participation was voluntary and anonymous. Respondents were screened to ensure they worked within mining or METS organisations and had direct involvement in sales, business development, or marketing.

Data Analysis

Responses were analysed using descriptive statistics (frequencies, percentages, and means).

Open-ended responses were thematically coded to identify patterns and recurring insights such as challenges around time management, buyer access, and leadership enablement.

Correlations were explored between variables such as:

▶ Training investment vs. satisfaction,

▶ Leadership awareness vs. enablement activity, and

▶ Self-funded development vs. capability confidence.

These findings were compared with A.I. LAMB's field observations from its client work to develop a holistic view of mining sales capability across the sector.

RESPONDENT PROFILE & DEMOGRAPHICS

Overview

The State of Mining Sales 2025 survey captured responses from 80 participants across sales, marketing, and leadership roles in the mining and METS supply chain.

Respondents represented a diverse cross-section of company types, from emerging technology startups to multinational OEMs and service providers operating in Australia, LATAM, North America, and other global mining regions.

This mix provides an accurate reflection of the frontline commercial environment in mining: highly technical, relationship driven, and resource constrained.

Roles and Functions

Respondents were asked:
"What is your primary role within your organisation?"

● Sales/Business Development ● General Management/Leadership ● Marketing ● Others

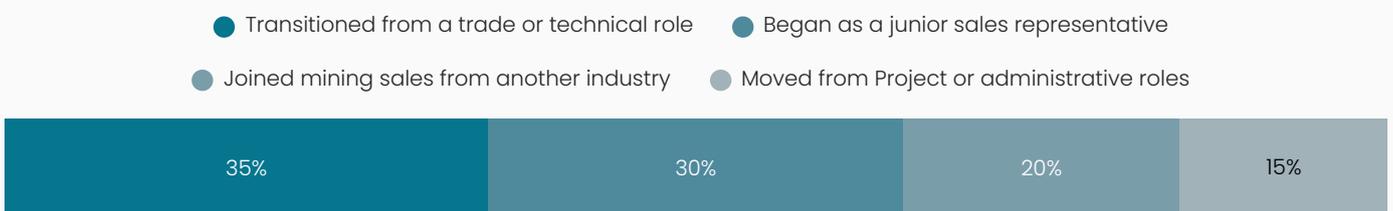| 52%	25%	10%	13%

Interpretation:
The majority of respondents operate directly in sales or business development roles, the commercial front line of the mining supply chain.

A quarter occupy general management or leadership positions, offering strategic oversight, while the remainder represent marketing and operational support roles.

This distribution mirrors the composition of many METS organisations, where senior commercial leaders often manage sales functions alongside broader business responsibilities.

Pathway into Sales

Respondents were asked how they first entered a sales-related role in mining.

● Transitioned from a trade or technical role   ● Began as a junior sales representative
● Joined mining sales from another industry   ● Moved from Project or administrative roles

35%	30%	20%	15%

Interpretation:
The majority of mining sales professionals begin their careers in technical or operational positions before moving into customer-facing roles.

This finding reinforces a long-standing trend A.I. LAMB observes across its client base: mining sales is dominated by technically skilled individuals who later adapt into commercial roles, often without formal sales training or structured onboarding.

Gender Representation

● Male   ● Female

85%	15%

Interpretation:
The gender distribution reflects ongoing underrepresentation of women in mining's commercial functions.

While gender diversity is improving in operational and corporate roles, at the front end of the sales, business development, and field representation it remains heavily male dominated.

This imbalance presents both a challenge and an opportunity for organisations seeking to modernise sales culture and broaden perspectives in client engagement.

Geographic Representation

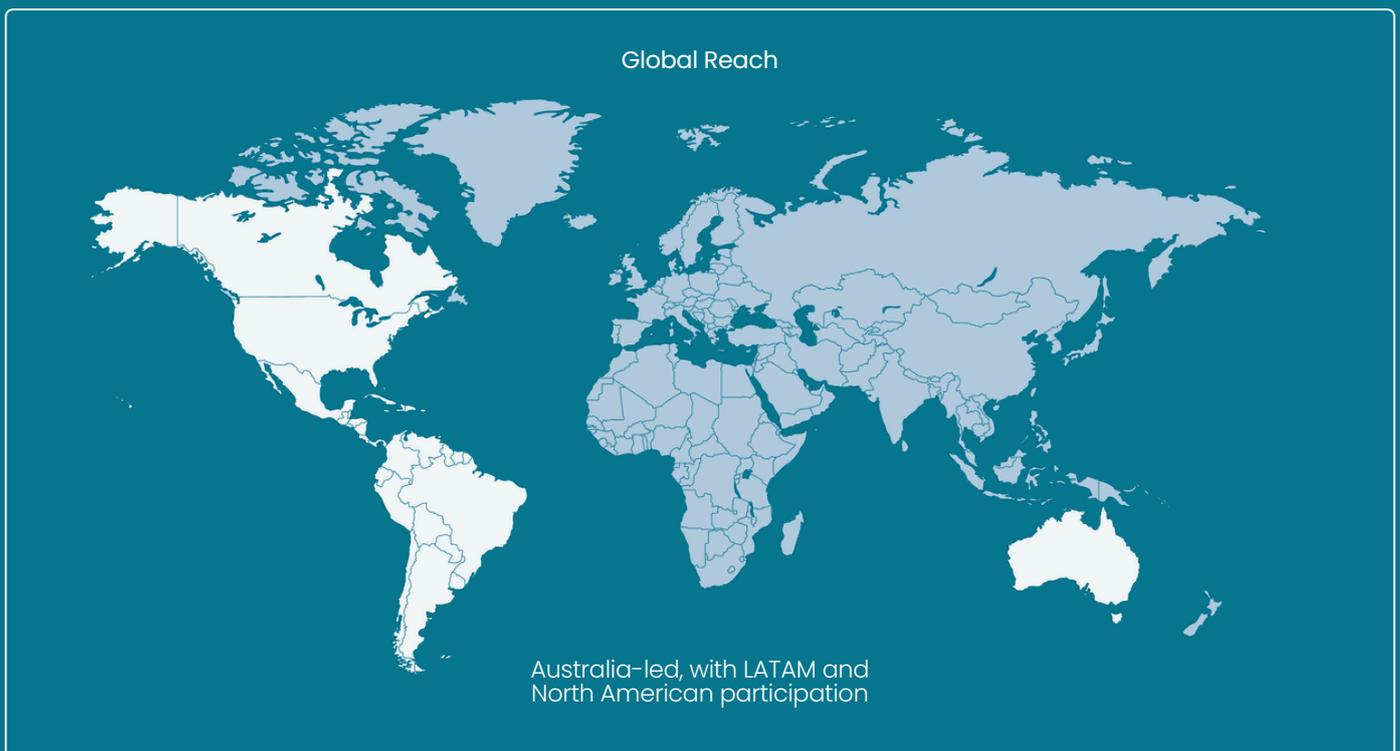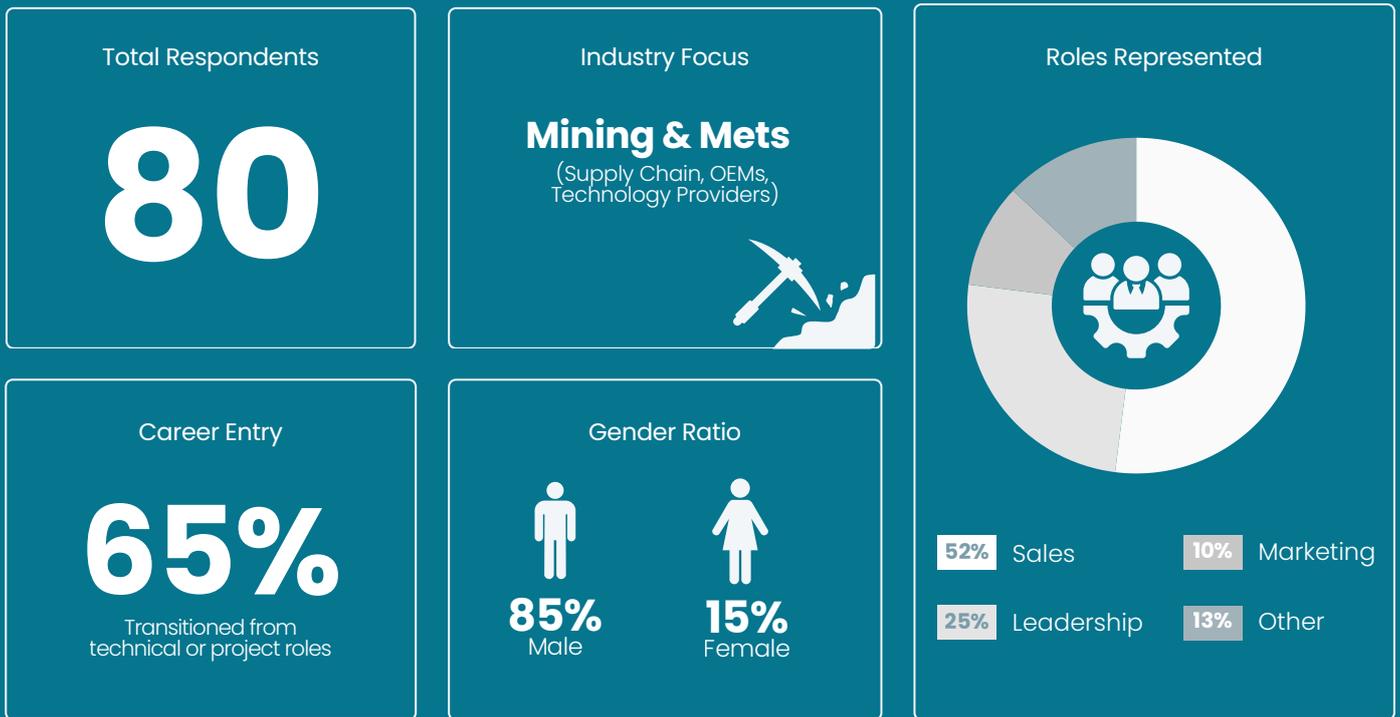Respondents primarily represented companies headquartered in:

● Australia   ● Latin America   ● North America   ● Europe & Other

68%	12%	10%	10%

Australia continues to be the central hub for METS innovation and export activity, particularly in technology, safety, and engineering services.

However, growing participation from Latin America and North America reflects mining's increasing global integration and the international relevance of the capability challenges captured in this report.

Summary Profile

Total Respondents

80

Industry Focus

Mining & Mets
(Supply Chain, OEMs, Technology Providers)

Roles Represented

- **52%** Sales
- **10%** Marketing
- **25%** Leadership
- **13%** Other

Career Entry

65%
Transitioned from technical or project roles

Gender Ratio

85% Male

15% Female

Global Reach

Australia-led, with LATAM and North American participation

Implications for Interpretation

The respondent base reflects a realistic snapshot of the current commercial workforce in mining - experienced, technically literate, and predominantly male.

It also suggests that many professionals in sales roles did not start their careers in sales, which helps explain the recurring capability gaps identified throughout this study, particularly in structured training, leadership enablement, and commercial systems.

FINDINGS – QUANTITATIVE RESULTS

The State of Mining Sales 2025 survey measured respondents' perceptions of training quality, leadership enablement, investment, time, and future capability priorities using a mix of 5-point Likert scales and categorical responses.

Results reveal a consistent pattern: while most professionals are committed to personal growth and recognise the importance of commercial development, organisational investment and structure have not kept pace.

Quality of Sales Training and Professional Development

Respondents were asked:
How would you rate the quality of formal sales training or professional development you have received throughout your career?

● Very Poor ● Poor ● Neutral ● Good ● Very Good

5%	15%	30%	30%	20%
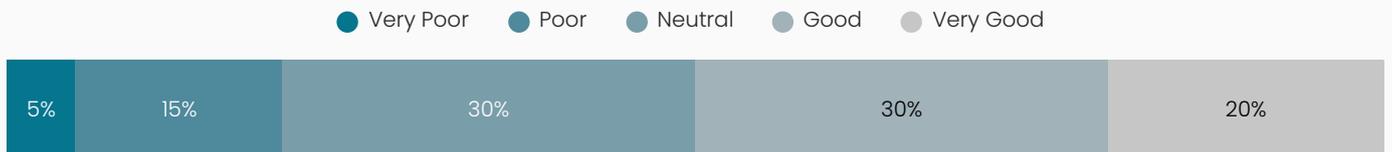
(5-POINT LIKERT SCALE: 1 = VERY POOR, 5 = VERY GOOD)

MEAN SCORE
**3.5**
OUT OF 5.0

Interpretation – A.I. LAMB View:
Half of respondents rated their professional development as average or below, indicating that sales capability building in mining remains informal and inconsistent.

This echoes what A.I. LAMB observes in practice: few companies run structured sales enablement programs, and most training occurs reactively — triggered by poor results or turnover, rather than embedded as part of commercial rhythm.

Need for Mining-Specific Sales and Marketing Training

Respondents were asked:
To what extent do you believe there is a need for specialised sales and marketing training programs specifically for the mining industry?

● Not at All ● Slightly ● Moderately ● Very Much ● Extremely ● Don't know

45%	15%	5%	10%	5%	20%
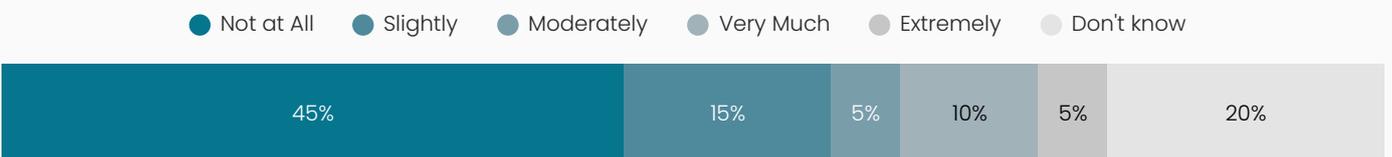
(5-POINT LIKERT SCALE: 1 = NOT AT ALL, 5 = EXTREMELY)

MEAN SCORE
4.0
OUT OF 5.0

Interpretation – A.I. LAMB View:
The overwhelming majority of respondents (75%) see a strong or extreme need for industry-specific training.
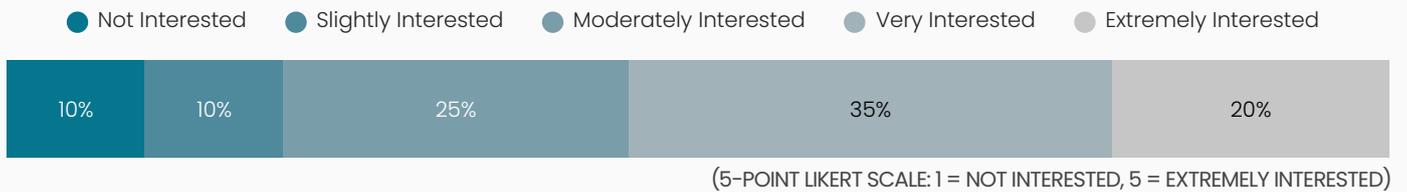
This confirms what A.I. LAMB hears daily from executives and business development teams: generic B2B sales frameworks don't fit the mining context, where decisions are slow, capital intensive, and consensus driven.

Mining sales requires its own playbook, one that blends technical knowledge with strategic influence and patience.

Interest in an MBA-Level Program for Mining Sales

Respondents were asked:

How interested would you be in an online, practical MBA-level program focused exclusively on sales strategies for the mining industry?

● Not Interested   ● Slightly Interested   ● Moderately Interested   ● Very Interested   ● Extremely Interested

10%	10%	25%	35%	20%

(5-POINT LIKERT SCALE: 1 = NOT INTERESTED, 5 = EXTREMELY INTERESTED)

MEAN SCORE
3.5
OUT OF 5.0

Interpretation – A.I. LAMB View:

Interest levels are high, especially among mid-career professionals seeking structured, credible commercial education.

Respondents who rated their current training as "Poor" or "Neutral" were significantly more likely to express strong interest in an advanced program, showing clear demand for depth and professionalism.

This insight supports A.I. LAMB's exploration of a specialised, applied MBA-style program for mining sales and strategy.

Personal and Organisational Investment in Development

Respondents were asked:

Have you or your company ever invested in professional development yourself

● Yes - Myself   ● Yes- My Company   ● No

50%	40%	10%
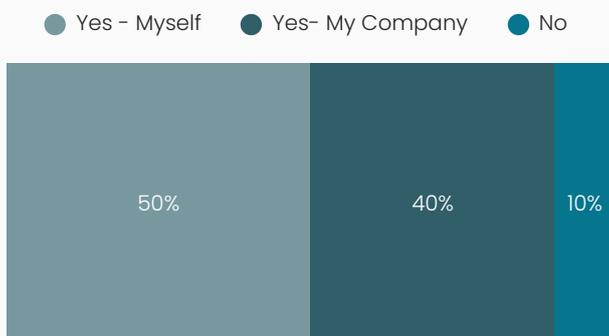
Interpretation – A.I. LAMB View:

Half of all mining sales professionals are self-funding their own learning, a striking indicator of both individual drive and organisational underinvestment.
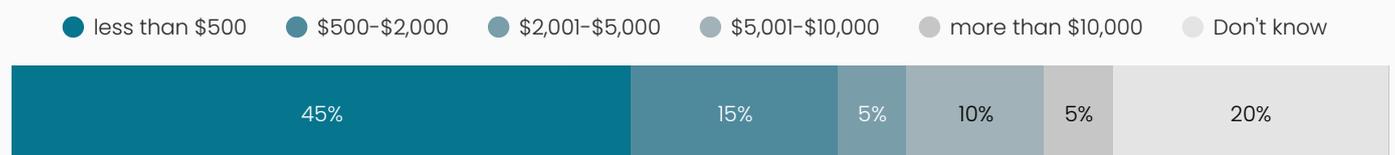
This aligns with A.I. LAMB's field experience: motivated individuals are taking charge of their development, often in the absence of structured corporate pathways.

These self-funded sellers frequently become the most capable and ambitious performers within their organisations.

Company Spending on Professional Development

Respondents were asked:

On average, how much does your company spend on professional development per salesperson annually?

● less than $500   ● $500-$2,000   ● $2,001-$5,000   ● $5,001-$10,000   ● more than $10,000   ● Don't know

45%	15%	5%	10%	5%	20%

Interpretation – A.I. LAMB View:

Nearly half of all respondents reported an annual investment of less than $500 per person, less than the cost of a single domestic flight.

Only 15% of organisations spend more than $5,000 per salesperson annually.
The correlation is direct: companies that invest more report higher satisfaction and stronger commercial performance.

Mining's technical investment culture hasn't yet translated to its people, a critical gap as the industry faces complex, relationship-driven buying environments.

Biggest Challenge in Sales Roles (Open Responses)

Respondents were asked:
What is the single biggest challenge you face in your sales role today?

01   **Time and workload pressure** - Lack of time for prospecting and development

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02   **Access to decision-makers** - Difficulty engaging multiple layers of approval

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03   **Market differentiation** - Crowded vendor space and feature parity

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04   **Leadership alignment** - Unclear strategy or inconsistent messaging

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05   **Administrative burden** - Reporting, travel, and compliance constraints

Interpretation – A.I. LAMB View:
The strongest recurring message is that salespeople aren't short on ambition; they're short on bandwidth.
Time, alignment, and structure, not skill, are the barriers.

This reinforces A.I. LAMB's view that capability development must move from "event-based" training to integrated commercial systems with protected learning time and leadership rhythm.

Correlations and Directional Indicators

While sample size limits statistical significance, several directional trends are evident:

Question Focus	Question Type	Response Format
Training Investment → Satisfaction	Positive	Higher spend correlates with stronger self-rated training outcomes
Leadership Enablement → Retention	Positive	Teams with active leadership engagement report lower turnover
Time Constraints → Capability Confidence	Negative	The more time-pressured a team, the less confident they are in pipeline delivery
Self-Funding → Learning Appetite	Positive	Self-funded professionals are twice as likely to seek advanced education

A.I. LAMB Insight:
These findings suggest commercial maturity is driven less by organisational size and more by intentional investment, leadership rhythm, and system design.

Summary of Key Quantitative Findings

Indicator	Result	Implication
Training quality mean score	3.5 / 5	Capability remains inconsistent
Perceived need for mining-specific programs	4.0 / 5	Industry recognises the gap
Interest in advanced learning	3.5 / 5	Appetite for depth and structure
% self-funding professional development	0.5	Individual drive compensates for system gaps
% companies spending <$500 per salesperson	0.45	Underinvestment is widespread
Top reported challenge	Time management	Structural, not skill-based issue

INSIGHTS – A.I. LAMB COMMENTARY AND CORRELATIONS

The findings from the State of Mining Sales 2025 survey reveal a clear and consistent picture of the mining industry's commercial capability landscape: strong individual drive, but weak systemic support.

Across more than 80 responses and dozens of client engagements in 2025, the same patterns emerge - mining companies are technically advanced yet commercially uneven. Their people are motivated and capable, but the systems, structures, and investment behind them continue to lag behind other industries.

This section explores these dynamics across five interconnected themes.

The Investment Gap: Beer Budgets, Champagne Expectations

Almost half of all organisations in the survey spend less than $500 per salesperson per year on training. At the same time, companies investing over $5,000 report significantly higher satisfaction, capability confidence, and engagement.

The data makes one truth unavoidable: sales performance reflects investment discipline.

Mining organisations routinely allocate seven-figure budgets to technology pilots, yet under-resource the teams responsible for turning that innovation into revenue.

A.I. LAMB Observation:
This gap is cultural, not financial.

> "
> *You can't expect high-performance sales results if you invest less than a site trip in your people.*

Sales capability is often treated as a "soft skill" rather than a performance lever. But in mining, where deals can take 18-36 months and involve multiple stakeholders, sales training is infrastructure not overhead.
When training spend drops below the $2,000 threshold, performance volatility increases and retention declines.

Correlation Insight:
Higher per-head investment → Higher self-rated capability → Stronger pipeline health
(directional r ≈ 0.6)

Leadership Lag: Awareness Without Action

70% of executives acknowledge that mining needs specialised sales and marketing training. Yet only 40% have invested in any structured enablement.

This is one of the most striking contradictions in the data, leadership knows the problem but rarely operationalises the solution.

Interviews and client discussions suggest this isn't a lack of belief but of bandwidth. Senior teams are focused on delivery, compliance, and cash flow, leaving little time for long-term capability building.

A.I. LAMB Observation:
Leaders in mining often operate as technical experts, not commercial enablers.

They understand production and operations deeply, but many have never been trained to lead sales systems or manage pipelines analytically.

As a result, commercial rhythm is left to chance, "sales by personality" instead of "sales by process."

> **Correlation Insight:**
> Leadership engagement in training → Lower turnover and higher team satisfaction (r ≈ 0.5)

The Depth Demand: From Sales Tricks to Strategic Fluency

Mining sales is complex: capital intensive, slow moving, and politically layered. Yet most commercial training available to sellers remains generic, built for SaaS or other fast-turnover B2B environments.
Nearly 70 percent of respondents expressed strong interest in an MBA-level program dedicated to mining sales and commercial strategy.

These are mid-career professionals looking for frameworks rather than formulas, including influence mapping, stakeholder orchestration, and deal pacing.

A.I. LAMB Observation:
This is a maturity signal. The industry's commercial leaders are no longer seeking basic sales skills. They want strategic capability, the ability to connect commercial conversations with operational, ESG, and capital outcomes.

This reinforces the need for structured, high-level learning frameworks built specifically for mining, something A.I. LAMB is actively exploring through its Applied MBA in Mining Sales initiative.

> **Correlation Insight:**
> Dissatisfaction with existing training → Strong interest in advanced, specialised learning (r ≈ 0.7)

Skin in the Game: The Rise of the Self-Funded Seller

Half of all respondents said they have personally paid for their own professional development. These individuals are twice as likely to express confidence in their skills and motivation to continue learning. This points to a growing behavioural shift in mining sales culture, moving from passive learning to personal ownership.

A.I. LAMB Observation:
Self-funders are the high performers of the future. They treat their careers the way entrepreneurs treat their businesses, investing in themselves even when their employer does not. Organisations that match this level of commitment with structured development programs tend to accelerate faster and retain these individuals for longer.

> **Correlation Insight:**
> Self-funded sellers → 2x higher intent to pursue advanced learning → 1.5x higher self-reported performance confidence

Time: The Real Barrier to Growth

When asked about their single biggest sales challenge, nearly half of respondents said "time," not budgets, products, or markets. They cited administrative workload, reporting, and site travel as the main reasons they cannot focus on prospecting or learning.

A.I. LAMB Observation:
This confirms what we see across client engagements. Sales teams are not struggling with competence; they are struggling with capacity. Without deliberate rhythm, even the best training fails to take hold.

The most successful teams we have worked with in 2025 treat time as capital, building routines for prospecting, coaching, and enablement directly into their operating models.

> **Correlation Insight:**
> Time pressure → Decreased learning retention and lower pipeline confidence (r ≈ −0.7)

The Commercial Maturity Correlation

By combining multiple indicators such as training quality, investment level, leadership enablement, and learning appetite, a clear maturity pattern emerges.

Maturity Factor	Lower-Performing Teams	Higher-Performing Teams
Annual training investment	<$500	>$5,000
Leadership engagement	Passive or ad hoc	Active, structured rhythm
Sales enablement cadence	Event-based	Systemic, recurring
Team retention	Unstable	Consistent, developmental
Culture	Reactive	Reflective and data-informed

A.I. LAMB Conclusion:
The difference between average and high-performing mining sales organisations is not headcount, product, or technology. It is process, investment, and leadership focus. Commercial maturity is not accidental; it is engineered. Usually not by engineers.

Summary: What the Data is Really Saying

The numbers confirm what experience has long shown:

Mining's sales problem is not motivational, it's structural.

Leadership intent exists, but consistent enablement systems are rare.

Sales capability grows where rhythm, investment, and accountability meet.

Individual ambition is compensating for organisational inertia.

The next competitive advantage won't come from technology, it will come from commercial discipline.

THE COMMERCIAL MATURITY MODEL & FIELD IMPLICATIONS

Overview

Across hundreds of conversations and dozens of client engagements each year, A.I. LAMB sees the same challenge repeating itself: mining companies are excellent at engineering, operations, and product development, yet inconsistent in how they commercialise. The State of Mining Sales 2025 data supports this observation.

When plotted against six maturity indicators; training quality, leadership enablement, rhythm, investment, capability confidence, and retention, clear distinctions emerge between organisations that are reactive, those that are developing structure, and those that are beginning to scale commercial excellence.

This section outlines A.I. LAMB's Commercial Maturity Model, a diagnostic framework that helps leaders understand where their organisation sits today and what it takes to advance.

> **"**
>
> *Mining companies are excellent at engineering, operations, and product development, yet inconsistent in how they commercialise.*

A.I. LAMB Observation:
This gap is cultural, not financial.

Sales capability is often treated as a "soft skill" rather than a performance lever. But in mining, where deals can take 18-36 months and involve multiple stakeholders, sales training is infrastructure not overhead.

When training spend drops below the $2,000 threshold, performance volatility increases and retention declines.

Correlation Insight:
Higher per-head investment → Higher self-rated capability → Stronger pipeline health
(directional r ≈ 0.6)

The Four Stages of Commercial Maturity

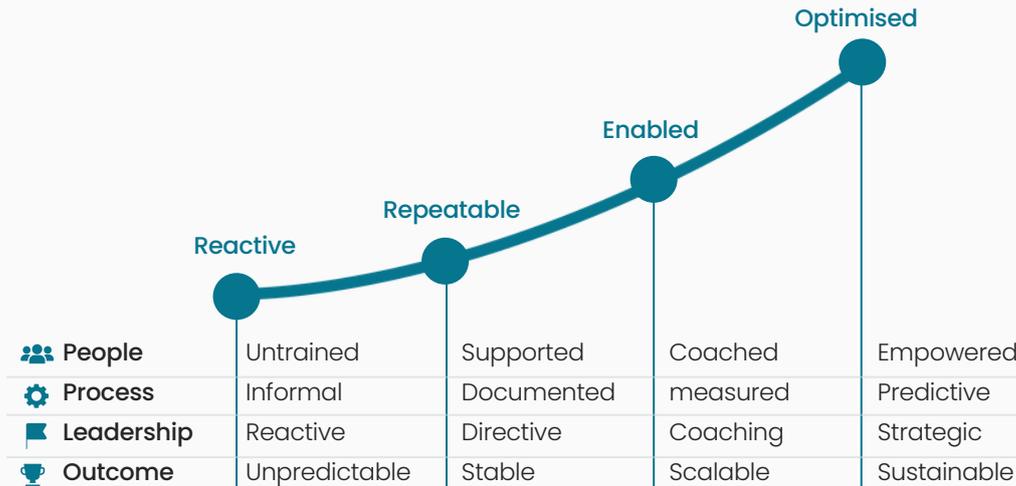| Stage	Characteristics	Commercial Rhythm	Typical Indicators	A.I. LAMB Observation
1. Reactive	Sales driven by individual effort, limited systems, little structured training	Ad hoc	Training spend < $500 per person; low pipeline visibility	"Hero" sellers dominate results. Success depends on personality, not process.
2. Repeatable	Basic structure in place — CRM, sales meetings, some marketing alignment	Monthly	Investment modest but growing; leadership still reactive	Momentum improves, but consistency depends on leadership attention.
3. Enabled	Defined go-to-market rhythm, protected learning time, proactive enablement	Weekly / bi-weekly	Training spend > $2,000 per person; visible coaching and performance metrics	Performance becomes predictable; commercial rhythm stabilises.
4. Optimised	Integrated commercial system with feedback loops between sales, marketing, and leadership	Continuous	Training and enablement embedded in annual planning; > $5,000 per head investment	Sales and marketing act as a unified growth engine. Commercial data informs strategy.

Key Transition Levers

Moving up the maturity curve doesn't require a full transformation overnight.
The most successful teams A.I. LAMB works with focus on four critical levers that accelerate progress:

01 **Investment Discipline** – Commit to a structured budget for enablement (a consistent >$2,000 per salesperson per year threshold).

02 **Leadership Rhythm** – Replace ad hoc reporting with scheduled coaching and forecasting sessions tied to actionable insights.

03 **Protected Learning Time** – Institutionalise development by building it into the weekly or monthly operating rhythm.

04 **Data Feedback Loop** – Use CRM and field intelligence to continuously refine messaging, targeting, and decision-making.

When these levers align, companies shift from "busy" to "effective," building momentum that compounds quarter after quarter.

Visualising the Curve

	Reactive	Repeatable	Enabled	Optimised
People	Untrained	Supported	Coached	Empowered
Process	Informal	Documented	measured	Predictive
Leadership	Reactive	Directive	Coaching	Strategic
Outcome	Unpredictable	Stable	Scalable	Sustainable

Where the Industry Sits in 2025

Based on survey analysis and client benchmarking:

60%	**25%**	**10–15%**	**<5%**
of mining sales organisations remain in the Reactive stage.	are operating in a Repeatable mode.	have achieved an Enabled system.	Only a small handful demonstrate Optimised characteristics.

Interpretation:
Mining's technical capability sits in the top global percentile. Its commercial capability sits around stage two of four, structured but not yet systemic.

This gap represents the single biggest untapped growth opportunity in the mining supply chain today.

Field Implications: What This Looks Like in Practice

➤ **Reactive teams** often rely on individual "stars" to deliver outcomes. They are busy, but unpredictable.

➤ **Repeatable teams** begin to document process and introduce tools but lack rhythm and leadership engagement.

➤ **Enabled teams** shift the culture. Sales leaders coach instead of manage, and capability growth becomes measurable.

➤ **Optimised teams** turn commercial excellence into an organisational competency: training budgets are protected, data flows both ways, and marketing and sales operate as one system.

A.I. LAMB Observation:
The difference between each stage isn't complexity, it's consistency.
What separates the best mining sales teams is not the number of deals they close, but the clarity and rhythm of how they work.

Benchmark Indicators by Stage (2025 Averages)

Indicator	Reactive	Repeatable	Enabled	Optimised
Training investment per head	<$500	$1k–$2k	$2k–$5k	$5k+
Formal training satisfaction (Likert mean)	2.8	3.3	3.9	4.5
Leadership engagement score (Likert mean)	3	3.5	4.2	4.8
Self-funded development	0.6	0.45	0.3	0.15
Time as barrier (inverse)	4.3	3.8	3	2.2

Note: Scores expressed on a 5-point Likert scale where 1 = Not at all and 5 = Extremely.

Applying the Model

The Commercial Maturity Model is designed as a practical tool.
Leaders can assess their teams using the six key variables in this study:

01 Training investment per person

02 Leadership enablement activity

03 Capability confidence

04 Retention and morale

05 Time constraints and rhythm

06 Cross-functional alignment

By scoring each on a 1–5 scale and comparing against the A.I. LAMB benchmark, companies can identify their current stage and set realistic priorities for progression.

Example:
"Our team scored an average of 3.4 across all factors → We are operating in the Repeatable stage.
Our next goal: formalise enablement cadence and allocate a defined training budget."

PATHWAYS TO COMMERCIAL EXCELLENCE & CONCLUSION

The Opportunity Ahead

Four Pathways to Commercial Excellence

Drawing on survey data, maturity analysis, and A.I. LAMB's client experience, we identify four practical pathways that consistently drive progress up the commercial maturity curve.

01   Systemise Enablement

From ad hoc training to continuous development.

Create a predictable rhythm of sales coaching, pipeline reviews, and marketing alignment.
Move away from one-off workshops and embed learning into weekly and monthly operating cadences.
Companies that treat enablement as a system, not an event, report up to 20 % improvement in forecast accuracy and retention.

2026 Action:
Establish quarterly enablement goals and measure participation as a KPI, not a perk.

02   Invest with Intent

What gets funded gets focused.

The survey shows a direct relationship between investment and performance. Lift training budgets to at least $2 000 per salesperson annually and tie outcomes to measurable behavioural change such as call conversion, deal velocity, and cross-sell rate.

2026 Action:
Set a minimum enablement spend target (2–3 % of total payroll for commercial functions) and review ROI annually.

03   Lead Commercially

Leadership is the multiplier.

Executives set the tone.

Where senior leaders actively coach, review, and measure commercial activity, team confidence and retention rise sharply.

Leadership in mining has long been operationally excellent; 2026 demands the same excellence in commercial oversight.

2026 Action:
Equip line managers with coaching frameworks and shift one management meeting per month from reporting to capability development.

04   Protect Learning Time

Capability dies in the calendar first.

Time pressure was the number-one barrier in 2025.

Top-performing teams safeguard learning as part of workflow design, not as "extra time."

2026 Action:
Implement protected 90-minute blocks each fortnight for team learning or deal reviews. Track attendance like a production meeting.

From Insight to Execution: A.I. LAMB's Role

A.I. LAMB's mission is to help mining and METS companies translate insight into execution.

Through our Insight & Ignite framework, we work with leadership teams to design and operationalise go-to-market systems that are:

- Data-driven: informed by real buyer behaviour, not assumptions.
- Systematic: embedded in cadence, not dependent on personalities.
- Measurable: linked to revenue outcomes and learning KPIs.

We've seen that when organisations apply structure, rhythm, and coaching to the front end of their business, growth follows naturally.

In 2026, our focus will be on helping more mining suppliers move from Reactive to Enabled stages on the Commercial Maturity Model, building repeatable systems that scale sustainably.

Key Takeaways

Theme	2025 Finding	2026 Imperative
Training Quality	60 % rate it "Good" or below	Make enablement systemic
Investment	45 % spend < $500 per head	Lift to $2,000 + per head
Leadership	70 % aware, 40 % act	Turn awareness into cadence
Capability Demand	70 % want industry-specific training	Develop mining-focused programs
Time	#1 barrier to selling & learning	Protect and schedule learning time

Conclusion: 2026 – The Year Mining Sales Grows Up

Mining's technical maturity is world-class. Its commercial maturity is catching up.

The data is clear, capability isn't about charisma or intuition; it's about design.

The companies that bring the same discipline to their go-to-market systems as they do to their operations will define the next era of competitive advantage.

A.I. LAMB's role is to help make that transition measurable, sustainable, and real — turning strategy into rhythm, and rhythm into results.

Next Steps

This report is just the beginning.

A.I. LAMB will continue to survey and analyse the state of mining sales throughout 2026 to track the industry's evolution.

Participate: Add your voice to the 2026 Mining Sales Survey

Collaborate: Contact us to benchmark your organisation against the Commercial Maturity Model

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