

Sales Coaching Boot-camp

How to inspire your salespeople to greatness through sales coaching

- Create a positive and high energy work environment that celebrates excellence
- Improve individual sales performance
- Implement your sales strategy and process consistently across your sales team
- Reinforce selling skills and product knowledge

According to the Sales Executive Council, teams that receive more than three hours of sales coaching per month performed 17% better than those who received no coaching. They also consistently over-performed on their targets.

*This in-depth **two-day workshop** will provide you with the framework, skills and tools you need to improve the performance of your salespeople through sales coaching*

The workshop covers the following:

1. How to build the right climate to allow your salespeople to thrive.
2. How coaching is different to managing and why it is so much more effective
3. Principles of effective coaching
4. What we need to coach – techniques, skills, competencies, mind-sets and behaviours
5. How to conduct a coaching conversation
6. How to apply coaching in various environments:
 - Introduce new skills and techniques
 - Implementing the sales process effectively
 - Sales pipeline analysis
 - Performance improvement
7. How to maintain momentum
8. How to leverage technology to maximise your coaching time

You will also receive the following valuable resources:

- Assessment tools to identify coaching opportunities
- Sales coaching framework - detailed guidance on how to coach your salespeople
- Personal development plan templates
- Coaching guides:
 - Skills, techniques and competencies e.g. presenting your sales pitch
 - Coaching the pipeline – weekly reports
 - Road-trips – giving feedback from meetings
 - Performance reviews
- Performance improvement framework – how to turn around under-performers

Workshop Overview

Why coaching is important

- Why coaching gets results – understanding human behaviour
- When to manage, train, mentor and coach
- How to create a climate that facilitates sales coaching

Skills of Coaching

- Be present
- Ask good questions
- Listen actively
- Provide good feedback
- Hold accountable

How to coach expected sales behaviours

- Define “good”
- Use assessment tools
- Create coaching guides
- Communicate expectations
- Provide constructive feedback
- Agree on next steps

The Coaching Process

- Current situation
- Future view
- Obstacles
- Action steps
- Resources required
- Accountability

Coaching scenarios

- General coaching sessions
- Customer meetings / on the job
- Improving performance
- Sales planning
- Coaching opportunities

Turning around an under-performer

- The danger of focusing on potential versus what is in front of you
- Avoid investing all your time on under-performers

- How to implement a turn-around strategy
 - Initiate and schedule the coaching programme
 - Set up expectations and commitment
- Week 1: Establish measurable targets, action plan and accountabilities
- Week 2: Review progress and ensure that commitments were honoured. Establish expectations and accountabilities for week 3
- Week 3: Review progress and ensure that commitments were honoured. Discuss the big push for the week
- Week 4: Reflect on the four-week process and agree on next steps

Setting up a coaching programme

- Evaluate the current situation
- Conduct a coaching kick-off
- Build long term development plans (include goals and metrics)
- Make time for coaching
- Build sales guides so expectations are clear
- Track progress through consistent coaching sessions

How to build the right coaching tools

- Sales guide: Communicate expectations, processes and competencies necessary
- Coaching plans: What needs to be coached, dates and objectives. Record of coaching session
- Sales Planning template: Make sure they are implementing the strategy
- Coaching road-map: align your coaching questions to sales process
- Coaching guides: Assessment of specific competencies and feedback