



Sales Readiness Group

Counseling for Improved Performance

SALES LEADERSHIP SERIES

Counseling for Improved Performance is a program that provides sales managers with counseling processes, skills and tools to enhance employee performance and results. This program helps sales managers improve the performance of sales professionals with behavioral, attitudinal and motivational problems.

Disruptive employees can negatively affect productivity, results or other employees in the organization. These employees need intervention immediately and decisively, or the organization can suffer deep losses in productivity. When the employee's problems are not related to sales skills or techniques, the sales manager needs more than sales coaching techniques to address the issue. Sales managers must intervene in the attempt to resolve the job performance issues of the employee, and recognize when the only recourse is termination.

Counseling for Improved Performance will help sales managers plan effective counseling and disciplinary sessions, impose disciplinary actions, and properly terminate employees when the situation is appropriate.

Counseling for Improved Performance modules and topics include:

- Recognizing observable actions that indicate a performance problem requiring counseling may arise
- Planning effective counseling sessions
- Conducting behaviorally-based counseling and discipline sessions
- Understanding the limits of disciplinary actions, and how to involve Human Resources
- Using documentation to protect the employee, the manager and the company

Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-on-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Leadership Programs

- Sales Leadership
- Recruiting and Selecting Stars
- Counseling for Improved Performance
- Sales Coaching
- Precision Leadership Coaching
- Comprehensive Sales Management

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

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