



# Comprehensive Sales Management Sales Coaching



Sales Readiness Group

## Content Overview

Just like great athletes, sales professionals need consistent and targeted coaching to help them improve sales performance.

**Sales Coaching** equips sales managers with the skills, knowledge and tools they need to become more effective coaches for their sales teams. Sales managers will learn critical coaching skills, including:

### The Role of a Sales Coach

- ▶ Identifying common coaching challenges
- ▶ Role of a sales coach and definition of sales coaching
- ▶ Benefits of sales coaching and how it can improve sales results
- ▶ Optimal amount of time dedicated to coaching

### Developing a Coaching Plan and Allocating Coaching Time

- ▶ Benefits of developing a coaching plan
- ▶ Using a Skills/Knowledge profile to develop a coaching plan for each sales rep
- ▶ Determining a coaching ROI based on the Skills/Knowledge profile
- ▶ How to coach new sales reps
- ▶ Factoring in “coachability” when allocating coaching time

### Sales Coaching Model

- ▶ Overview of five step sales coaching model
- ▶ Planning the coaching visit
- ▶ Using a Coaching Visit Planner tool
- ▶ Developing focused coaching objectives and expectations to coaching time
- ▶ Performing a pre-call briefing to properly set expectations
- ▶ Best role for a sales manager during a sales call
- ▶ What to observe as a coach during a sales call
- ▶ Maintaining your role as a coach during a sales call
- ▶ When it is appropriate to rescue a sales rep during a sales call
- ▶ How to rescue a sales rep without damaging confidence or impacting the customer relationship
- ▶ Conducting productive coaching sessions after the sales call
- ▶ How to get a sales rep’s commitment to use new skills or knowledge
- ▶ Effective follow-up using Personal Development Plans

### Who Will Benefit

Experienced and newly promoted front-line sales managers.

### Workshop Agenda

Two hours.

### Delivery Method

Live virtual classroom.

### Program Materials

Participant workbooks and sales coaching tools, including Coaching Activity Profile (self-assessment), Skill/Knowledge Profile, Coaching Visit Planner, and Personal Development Plan.

### The Complete Comprehensive Sales Management Program:

- ▶ Managing Sales Performance
- ▶ Recruiting & Selecting STARS
- ▶ Sales Coaching
- ▶ Sales Leadership

**Sales Readiness Group** is the only sales training company to offer a true classroom experience online.

Our interactive, instructor-led virtual classrooms offer the most affordable and convenient way to provide your sales managers and salespeople with effective training programs.

Contact us now to learn more about how our innovative virtual delivery and award-winning content can improve the performance of your sales team.