

Coaching Salespeople

Coaching is not just for athletes. More and more organizations are choosing to include coaching as part of their instruction. Coaching salespeople, when done correctly, will not only increase sales, it will have a positive impact on the community and culture of a company. The benefits of coaching salespeople are numerous and worth exploring.

The word "SALES" is rendered in large, bold, 3D red letters. A red arrow points upwards from the top of the letter 'A', extending above the top of the word.

With our Coaching Salespeople workshop, your participants will discover the specifics of how to develop coaching skills. They will learn to understand the roles and responsibilities of coaching as well as the challenges that coach's face in regard to working with salespeople.

Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: What Is a Coach?

- Be a Coach
- Roles
- Responsibilities
- Face Challenges
- Case Study
- Module Two: Review Questions

Module Three: Coaching

- Be Confident
- Build Connections
- Communicate
- Focus on the Process
- Case Study
- Module Three: Review Questions

Module Four: Process

- Define Effective Salespeople
- Coaching vs. Training
- How Coachable Is an Employee (A. G.R.O.W.T.H.)
- Avoid the Gap
- Case Study
- Module Four: Review Questions

Module Five: Inspiring

- Individualize
- Personalize Rewards
- Acknowledge Success
- Provide Opportunities Over Punishment
- Case Study
- Module Five: Review Questions

Module Six: Authentic Leadership

- Vulnerability
- Be Yourself and Encourage Individuality
- Listening
- Appreciate Effort
- Case Study
- Module Six: Review Questions

Module Seven: Best Practices

- SMART Goals
- Be Realistic
- Brainstorm Options
- Take Away
- Case Study
- Module Seven: Review Questions

Module Eight: Competition

- Social Pressure
- Gamification
- Rewards
- Don't Go Overboard
- Case Study
- Module Eight: Review Questions

Module Nine: Data

- Provide Clear Metrics
- Measurable Results
- Analyze Data
- Visualize Trends
- Case Study
- Module Nine: Review Questions

Module Ten: Maintenance Strategies

- Benefits of Internal Program
- Choose a Method
- Create a Culture
- Train Coaches
- Case Study
- Module Ten: Review Questions

Module Eleven: Avoid Common Mistakes

- Poor Leadership
- Ineffective Communication
- Incomplete Data
- Don't Be Afraid to Let Go
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations