

Growing Revenue.

# Sales Performance Coaching.

## Overview.

This program gives participants the skills and strategies to effectively coach sales people to 'reach their maximum potential'. It focuses on the coaching conversations that occur between sales leaders and sales people. Sales Performance Coaching equips the coach with specific coaching skills, techniques and tools to drive sales performance, team work and team relations.

## Key components.

- What is Sales Coaching?
- Coaching as a core sales leadership skill
- Coaching models and frameworks for sales people
- Coaching impact of behaviour and learning styles on coach & coachee
- Planning to conduct a coaching conversation
- Practical role plays and exercises to 'experience' the techniques and tools taught. Applied to your own 'real-life' scenarios
- Handling tough individuals and difficult situations
- Integrating coaching into performance
- Action planning and maintaining coaching initiatives

## Challenges addressed.

We address the challenge of preparing for, conducting and following-up, effective coaching conversations. Also, how to approach difficult and sensitive people; encourage top performers and deliver tough messages when necessary. We cover how to address all these challenges, while building a motivated and productive team, group sessions that need to be constructive and positive.

## Outcomes.

- Understanding fundamentals of the sales coaching role
- How to integrate coaching into the 'way you lead'
- Techniques for identifying when to coach & when not to
- Confidence in engaging in a coaching situation
- How to build a coaching culture within your teams that drives performance
- How to build individual coaching plans for your team
- Ability to effectively drive performance via coaching

## Duration.

2 days.