



Sales Performance Coaching

Target Audience: Managers or team leaders with direct responsibility for sales teams in banking, insurance, airlines, IT or telecoms.

The challenges: Sales professionals often need the support and feedback of management to be successful. Sales managers want to support their team members; however, the methods used by the managers can at times be more harmful than helpful.

Why?

- Often there is a lack of clarity and focus between the manager and the sales professional on the behavioural expectations
- Coaches often don't understand the behavioural change process and therefore cannot gain the commitment of their staff to want to take action
- Managers don't observe their performers 'in the game' enough to know how to identify and target key behavioural development opportunities
- The typical approach to coaching someone is to "tell" the salesperson what to do vs. asking effective questions to help lead the salesperson to improved performance

The solution: This programme will help provide your managers with the right sales coaching skills by understanding how to be an effective coach. It will also help them learn skills on how to conduct coaching sessions that develop the key skills and that help change the behaviour of others.



The sales managers will learn how to:

- Build the attributes of an effective sales coach required to create a positive coaching experience
- Recognise individual differences in approaches to learning and adapt the coaching discussion to suit the needs of the individual
- Identify exactly what skills and behaviours you expect from your sales professionals in order to achieve the desirable outcomes
- Enhance observation skills for assessing and identifying key behaviours, client engagement skills and sales activity at critical stages of the sales process
- Use the BIER Model to provide positive and corrective performance feedback that builds and maintains self esteem
- Enhance coaching communication skills (asking and listening) in order to increase personal commitment to individual development opportunities
- Demonstrate competence in the delivery of the four stage coaching model
- Be able to set and monitor personal development plans to reinforce behavioural change after the coaching session