

Sales Coaching for Success

Develop your salespeople to drive sales and add value to your customer

Sales managers are caught between the organizational and administrative imperatives from above, and the need to direct, add value and motivate your salespeople. Expectations and responsibilities are increasing to succeed in this challenging role. You need to understand when to coach and when to manage. CPISA's Sales Coaching for Success equips you with critical coaching skills to improve the productivity and performance of your salespeople. Take this course and **deliver value to your people, your organization, and ultimately yourself.**

Who Should Attend

- Professionals who want to enhance or practise their coaching skills
- to increase their teams' overall performance and productivity
- Sales Managers challenged with coaching under-performers who
- are interested in the opportunity to enhance existing skills
- Past attendees of CPISA's **Professional Sales Management**

Key Course Benefits

- Develop analytical skills to uncover needs and opportunities to help your salespeople to succeed
- Build a collaborative learning environment to guide your salespeople towards personal and professional development
- Understand the theory of motivation and evaluate your sales team using the motivation and performance matrix
- Maximize your "return on coaching time invested" and decide who to invest in
- Prepare a development plan for your sales team using the Talent Management Process
- Establish coaching protocols and standards with a developmental focus
- Use an effective coaching framework/tool to guide you and your Sales representative through the coaching conversation

Course Content (2-day program)

Collaborative Coaching

- Delivering three levels of value
- Learning the key roles of an effective sales manager
- Recognizing the differences between managing and coaching
- Understanding the principles of Collaborative Coaching
- Creating your own personal development plan

Determining Sales Performance

- Three elements in sales performance and their measures
- A structure for understanding and managing motivation
- Evaluating and measuring sales effectiveness

Developmental Planning

- The Talent Management Process
- Coaching as part of training and ongoing performance management

Coaching Calls

- Techniques to develop business through the efforts of others
- Three types of Coaching Calls and pre/post call process
- Establishing coaching protocols and standards

The Coaching Conversation

- Understanding and applying the four stages of a collaborative coaching conversation
- Handling conflict with the coaching conversation
- Using the communication skills of active listening and questioning
- Obtaining non-evaluative feedback