



## Sales & Customer Service Sales Coaching

### Summary

**Sales Coaching** is the process of identifying, analyzing and improving the performance, in this case the selling ability, of your staff. Specifically, it involves identifying skills, behaviors and strategies that make for effective selling, determining the level of proficiency or deficiency individual staff demonstrate, then discussing and problem-solving ways to develop, reinforce, or improve those selling skills, behaviors and strategies.

### Who Should Attend

All sales managers involved in the sales function for your organization. This one-day workshop will include presentations, discussions, industry-specific role-plays and case studies, and application exercises for hands-on practice and skill building.

### Structure

This workshop addresses the following:

- 1. The Role of a Sales Coach**
  - a. Benefits to you, your staff and the organization
  - b. What is skills coaching
- 2. Determining Standards of Performance**
  - a. Mutually establishing what proficient, deficient, and outstanding selling behaviors and skills look like
  - b. Evaluating each of your staff based on those standards
- 3. Developing a Coaching Plan**
  - a. Establishing objectives
  - b. Review notes from previous coaching sessions/ observation
  - c. Employing skills/knowledge profile
- 4. Employing Effective Coaching Communication Skills**
  - a. Probing for clarification and confirmation
  - b. Employing active, empathic and tactical listening
  - c. Obtaining and giving feedback
  - d. Asking good question
- 5. Observing the Employee in Action**
  - a. Employ effective observation skills
  - b. Determine when and if to intervene
  - c. Coaching from a remote location
- 6. Conducting the Coaching Meeting**
  - a. Employing a coaching model
  - b. Action planning and follow-up