

“The test of a good coach is that when they leave, others will carry on successfully”

"Coaches have to watch for what they don't want to see and listen to what they don't want to hear."  
-John Madden

## Sales Coaching Skills

### Purpose

To develop the appropriate skills and processes necessary to drive high performance sales teams and individuals

### Objectives

Participants completing *Sales Coaching Skills* will be able to

- Understand the impact of coaching on sales productivity and retention
- Understand the importance of coaching to retention of top talent
- Use an appreciation of the human learning process in order to be more effective as a coach
- Distinguish between joint calls and coaching calls
- Know how much time to devote to coaching an individual sales person
- Develop a template and process for identifying sales personnel strengths and areas for improvement
- Know how to be effective before, during and after coaching calls
- Use questioning strategies to stimulate awareness and creativity
- Give positive and constructive feedback
- Conduct skill based and development based coaching conversations
- Build action plans for performance improvement

### The Training

Classroom format 8 Hours

Rigorous skills practice

Immediate applications



MANAGEMENT COMPETENCY SERIES