

# Professional Sales Coaching™

## Program description

**Professional Sales Coaching™** provides your sales managers and coaches with the framework, communication skills, and planning tools they need to build and maintain a superior sales team—one that generates mutually beneficial, long-term business relationships. During the workshop, sales managers and coaches master a proven process for using collaborative coaching conversations to build a development culture that creates a high-performance sales team.

## Learning objectives


- Describe the characteristics of a high-performance sales climate.
- Demonstrate the Basic Principles to increase coaching effectiveness with a sales team.
- Evaluate sales performance using the Coaching Issues Diagram.
- Apply a set of Skill Steps for Providing Constructive Feedback, Developing Others, and Giving Recognition to increase salesperson performance and to drive results.
- Successfully handle difficult coaching conversations.
- Use phone, voicemail, email, and real-time messaging to coach salespeople effectively from a distance.
- Implement a coaching process with the sales team.


## Modality

 **2 days**


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## Languages

 American English, Arabic, Chinese (Simplified), Dutch, French, German, Polish, Portuguese (Brazilian), Spanish (LATAM), Swedish, Turkish

 American English, Spanish (LATAM)

- Audience:** First-level, mid-level and senior sales leaders

 **Train the Trainer certification: 3 Days**

## Skills

- Builds coaching process
- Handles difficult coaching conversations
- Increases Coaching effectiveness
- Builds rapport
- Closes effectively
- Customer-focused approach
- Diagnoses needs with questions
- Effectively presents solutions
- Initiates compelling sales conversations
- Manages buyer indifference
- Manages resistance
- Pre-call preparation
- Questions strategically
- Understands buying influencer needs
- Understands customer needs



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