

# THE IN-HOUSE TRAINING COMPANY

## Coaching skills for sales

*Develop your sales coaching skills to maximise your team's results*

### Overview

Maximising the team's sales capability is the key aim for any sales manager. When sales people struggle to hit their targets, it falls to the sales manager to provide support and help colleagues to find their way again.

One of the most effective techniques for sales managers to improve and maintain sales performance is by providing live sales coaching.

Sales coaching encourages sales people to find their own solutions and take responsibility for their own development.

This programme helps sales managers and sales team leaders to:

- Manage performance
- Manage the sales process
- Manage confidence
- Manage technique
- Manage motivation
- Manage administration

### Workshop objectives

This course will help participants:

- Develop people to fulfil their sales potential
- Provide motivational feedback
- Identify strengths and weaknesses of their team members
- Understand personal learning styles
- Identify and adapt for different personality styles
- Prepare and conduct on-the-job observations
- Motivate sales people to greater performance

### Who should attend?

This motivational and practical course is suitable for sales managers at all levels, from sales team leaders to sales directors. It is also ideal for any internal compliance officers who listen and feed back to team members, particularly in transactions that involve finance.

### **Course format**

A very practical, interactive one-day session for a maximum group size of 12. There are lots of different activities throughout the day where participants not only practise their own coaching skills but also have the opportunity to be coached by a peer.

### **Special features**

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

### **Expert trainer**

An enthusiastic developer of people, **Scott** has been working as a sales trainer and coach since 1996. Operating from a solid foundation of over 20 years in retail banking, Scott has worked independently and also as an associate since 2000. Whilst working for NatWest he undertook a number of sales-related roles including Mortgage Advisor, Graduate Account Relationship Manager, FOCUS Sales Manager and Sales Coach in the London-based call centres. He also worked at NatWest's prestigious residential training college working with sales teams within the business. One of his specialist areas is telephone sales and particularly telephone sales coaching, which involves him in providing live coaching while sales people call their customers. As someone who is passionate about sales through a customer-centred approach, Scott brings real feeling to his training and coaching sessions.

Scott has delivered sales training and coaching to numerous clients (eg, Xerox, HMV, Waterstones, NatWest, WF Senate Electrical, Denmans Electrical, Gewiss Electrical, Software Europe, Solopress, Stihl UK, Bishop Grosseteste University, University of Lincoln, University of Surrey, Avtura, Acton Training Centre, Hall & Partners, InShops Retail Centres, Johnson & Wales University (Miami), Costa Cruises, EDF, sofa.com, SoleTrader, etc, etc) in a diverse range of sectors, particularly retail, wholesaling and hospitality, but also encompassing finance, training, market research, vehicle repair, airline operations, printing, steel fabrication, roofing, software design, universities, etc, etc. Scott is a qualified NLP Master Practitioner and DISC Profiling Practitioner.

### **Workshop outline**

#### **1 How is sales coaching different from sales training?**

- What is coaching?
- Discover how coaching empowers sales people
- Learn the best time to use sales coaching
- Decide which people should be coached first
- Creating a development plan

## 2 Understanding learning, behavioural and communication styles

- Use practical tools to help you assess individual styles
- Tap into the essence and energy of the person you are developing
- Understand your own learning, behavioural and communication preferences
- Develop a strategy to adopt for each member of your team
- Discover what motivates you and your salespeople to perform
- Appreciate how this knowledge will improve your sales conversion

## 3 Using the GROW coaching model

- Learn the secrets of a successful coaching session
- Discover the importance of SMART objectives and instructions
- Understand and capture what coachees are currently doing right
- Develop their problem-solving and decision-making skills
- Help your colleagues crystallise their plans and actions
- Provide follow-up opportunities to embed the learning

## 4 Giving motivational feedback

- Understand why effective feedback is so powerful in sales
- Learn key models for motivational feedback
- Discover how to manage and structure more difficult conversations
- Understand the power of positive reinforcement
- Encourage sales people to coach and support colleagues

## 5 Putting it into practice

- Use realistic scenarios to provide opportunities for practice
- Discover what it feels like to be coached
- Receive immediate feedback on your coaching style
- Share common performance issues with fellow sales managers
- Create a personal development plan

## 6 Preparing on-the-job observations and joint visits

- Build a strategy for coaching and team development
- Prepare an observation template for effective coaching
- Learn the key elements of preparation for your next coaching session
- Agree common areas to focus on with coachees

## 7 Action planning

- Personal action plans

## Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit [www.theinhousetrainingcompany.com](http://www.theinhousetrainingcompany.com)