



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Results Oriented**—
Passionate about winning. Dedicated to achieving all-win solutions to situations.
- **Human Resource Management**—
Manages process for aligning human capital with organizational goals.

RELATED COMPETENCY CATEGORIES:

- **Vision**—
Future-oriented.
Develops an exciting picture of what could be.
- **Attitude**—
Maintains a friendly, positive, and enthusiastic outlook.
- **Professionalism**—
Projects an image of maturity and integrity that creates credibility.
- **Interpersonal Skills**—
Displays a consistent ability to build solid relationships inside and outside the organization.
- **Leadership**—
Drives business results by aligning the vision, mission, and values to enhance business value.

Coaching Salespeople

SUMMARY

The focus of this module is to improve the skill level of a sales team. Most sales training focuses on product knowledge instead of improving performance in what salespeople actually say and do when they are in direct contact with customers and prospects.

CONTEXT

One of the most rewarding aspects of being a sales manager is helping the people on your sales team achieve their visions and goals in life. To make this happen you need strong coaching and individual skill development abilities. In this module, you review ways that you can become a more effective coach, raising the performance of your entire sales team.

In this module, you address reasons for non-performance. You will practice a skill development process and a system for providing timely feedback that ensures future effort. These combine to provide a way for you to coach and develop your team to reach the objectives of all stakeholders – the salesperson, the sales manager, and the organization.

At the completion of this module, participants will be able to:

- Apply the Cycle of Performance Improvement to developing a sales team
- Give effective Behavior Based Feedback
- Apply the steps of the Adaptive Process to improve sales skills and performance

“Our chief want in life is somebody who will make us do what we can.”
—Ralph Waldo Emerson