



Coaching the Sales Performer

Description: This one-day workshop is designed for managers and supervisors who are responsible for improving the sales and customer service skills of their company's associates. The ultimate desired outcome is to increase revenues and profits while improving customer satisfaction.

The seminar includes expert designed interactive video-based behavioral learning, accelerated training methods with upbeat, fast paced team activities, simulations, skill drills, competitions and practices, unequaled detailed trainer step-by-step preparation instructions and full-color participant, trainer and room materials.

Goals: To increase sales effectiveness through enhanced sales coaching.

Participants: Number of participants is flexible. Very large groups can be accommodated.

Objectives: Through Coaching the Sales Performer participants will:

- ◆ Understand the value of Coaching the Sales Performer
- ◆ Understand how to conduct the Coaching Kick-Off
- ◆ Be able to apply the Coaching Model
 - Know what to look for
 - Identify priority service problems
 - Conducting the coaching conversation
- ◆ Make effective use of the PILOT (Phone Interaction Listening and Observation Tool)
- ◆ Make effective use of the Manager's Tool Kit

Benefits: Through enhanced coaching skills, your salespeople will close more sales, develop stronger relationships with customers, gain deeper knowledge of customer needs and their decision making process, and increase customer retention and loyalty.