


# 5 roles of a SUCCESSFUL SALES COACH

While companies are seeing significant ROI with executive and personal-effectiveness coaching, sales coaching results lag behind. Whether it's a lack of time, unavailability of tools and resources to succeed, inconsistent coaching conversations, or weak coaching skills, sales managers and leaders simply aren't producing strong results. Below are 5 key roles a sales coach should play to maximize results.

## 1. Define


Sales coaches help sellers define goals and strategies that will tap into their purpose and lead to maximized sales energy, focus, and engagement.

 Sellers are dedicated to action plans, persevere in the face of obstacles, and take ownership over achieving goals.



## 2. Execute


Sales coaches help sellers develop habits that will allow them to reach their goals through written, current, and public action plans, and use their time most effectively.

 Sellers reduce wasted time and focus on the activities that achieve the best results.



## 3. Advise


Sales coaches ask sellers exploratory questions and allow them to find their own answers, but know when to offer direct advice about specific opportunities.

 Sellers minimize lost opportunities, maximize wins, and gain experience with the guidance of a strong coach.



## 4. Develop


Sales coaches assess sellers' need for skill, knowledge, and attribute development and encourage seller ownership of their own development potential.

 Sellers raise their games by improving skills and knowledge, and strengthening success attributes.



## 5. Motivate

Sales coaches understand the underlying motivators of each individual seller (as not all sellers are motivated by the same things), and take action to maximize it.

 Sellers achieve their highest level of motivation, and sustain energy and action over the long haul.



To learn more about the five roles and other important aspects of sales coaching, get a free copy of RAIN Group's white paper, *The 5 Roles of High-Performing Sales Coaches*, here: <http://bit.ly/1gzQtVU>.

**RAIN Group can help you improve or implement sales coaching at your organization. Give us a call.**

 **RAIN Group**

AMERICAS • APAC • EMEA  
[www.raingroup.com](http://www.raingroup.com)  
[info@raingroup.com](mailto:info@raingroup.com)  
(508) 405-0438