



Curriculum Overview

HIGH-IMPACT SALES COACHING



High-Impact Sales Coaching: Curriculum Overview

High Impact Sales Coaching equips sales managers with the skills, knowledge and tools they need to become more effective coaches for their sales teams. High Impact Sales Coaching is a highly interactive workshop that incorporates scenario-based learning, exercises and role plays. Program materials consist of detailed Participant Workbook and sales coaching tools, including Coaching Activity Profile (self-assessment), Sales Skills Profile, Development Matrix, and Coaching Plan.

How Sales Managers Will Benefit

- ▶ Develop full potential of sales team with proven sales coaching techniques
- ▶ Assess selling skills for each member of sales team
- ▶ Prioritize what skills to coach
- ▶ Implement 5-step coaching process
- ▶ Overcome resistance to coaching
- ▶ Conduct productive coaching sessions
- ▶ Allocate coaching time based on ROI

Delivery Options

- ▶ Onsite
- ▶ Live Virtual Classroom
- ▶ On-Demand
- ▶ Blended

Program Materials

- ▶ Participant Workbook
- ▶ Coaching Activity Profile (Self-Assessment)
- ▶ Selling Skills Profile
- ▶ Development Matrix
- ▶ Coaching Plan

Who Will Benefit

High-Impact Sales Coaching will benefit experienced and newly promoted sales managers.

High-Impact Sales Coaching: Curriculum Overview

Sales Coaching Curriculum

I. Role of a Sales Coach

- ▶ Identifying common coaching challenges
- ▶ Managing vs coaching
- ▶ Creating leverage through coaching
- ▶ Understanding different types of sales coaching

II. When to Coach

- ▶ Assessing your team with the Sales Skill Profile
- ▶ When to use coaching and when not to coach
- ▶ Other management actions to develop your team
- ▶ Using the Development Matrix

III. Developing a Coaching Mindset

- ▶ Creating a coaching culture
- ▶ Understanding the coaching approach: the 3 A's
- ▶ Leveraging the power of self-discovery
- ▶ Asking coaching questions

IV. Assessing, Analyzing and Discussing Performance

- ▶ Assessing and analyzing performance gaps
- ▶ Discussing performance with your team
- ▶ Managing disagreements

V. Sales Coaching Model

- ▶ Overview of five-step sales coaching model
- ▶ Planning the coaching visit with the coaching call plan
- ▶ Setting coaching expectations
- ▶ Rescuing sales reps
- ▶ Conducting productive coaching sessions
- ▶ Getting a sales rep's commitment for change
- ▶ Overcoming resistance to coaching
- ▶ Allocating coaching time

Customization:

SRG understands that each sales organization is unique, with its own culture, processes and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples and exercises to better address your unique sales coaching challenges and make the training more relevant to program participants.

Licensing:

If you have a large sales organization, an internal training department or are rapidly growing, the Comprehensive Selling Skills program can be licensed and delivered using your own facilitators. Under our flexible, cost-effective license terms, you can customize, repurpose and deliver the curriculum whenever and as often as you like. Sales Readiness Group also supports your internal trainers with a Train-the-Trainer certification program on how to deliver the High Impact Sales Coaching program, including how to facilitate the program virtually.