

The Ultimate Sales Coaching Guide

*How to be an Effective Sales Leader and
Avoid Common Pitfalls*

A Publication of



Bigtincan™

An intro to **Sales Coaching**

Who are your salespeople? How do you communicate with them? How do you teach them and train them to sell more product and make more money? How motivated are they? Are they representing your brand well to your consumers? Are their numbers reflecting positively on your organization?

If your answers to those questions are vague or underwhelming, it's time to take a new look at how you're training your salespeople.

In fact, it may be time to transform your "training" initiatives into a Sales Coaching Program.



What is a Sales Coaching Program?

Sales coaching is a training format that allows the leaders in your organization to share their valuable experience with the rest of your sales teams. When executed well, coaching programs allow the learners to take in information in bite-sized pieces and continue learning over long periods of time. It's an interactive approach to training where the learners get to practice what they're taught and use information in real-life scenarios.

In short, we believe sales coaching is the most effective way to build confident sales team members and ultimately increase your sales.

Why is Sales Coaching Important?

You can have the best product in the world, but if your frontline sales teams do not know how to get that product into the hands of your customers, you're in trouble. It's time to stop forcing your retailers, partners, and employees to fend for themselves, and start equipping them with tools that will help them sell more product. When your salespeople win, your whole company wins.



Steps to Creating a Training Program with Sales Coaching



Write the Sales Playbook

In order to coach others, you have to know the plan yourself. Do a deep dive into your company's sales history, evaluate what works and what doesn't, and interview the sales leaders on your team to understand what their top strategies are. Then, take the time to compile all of the information you've found into a [comprehensive sales playbook](#) that anyone can follow.

Playbook Must-Haves

Make sure your Playbook meets this criteria:

- Include Job Titles: Define the roles of each player
- Give a high-level overview before getting into the details
- Use data to prove your strategies
- Add testimonials from your coaches
- Make it searchable
- Include links to supporting materials



Delegate Coaching Responsibilities

Coaching means leaders sharing their valuable knowledge with their teams. Choose people who have experience, time to invest, and the personality to engage well with others. Then, give them an incentive to be a part of your program. Remember, a lot of top salespeople may see this as a burden rather than an opportunity.

Mix up the Format



We find that it's best to use a combination of in-person classroom training, one-on-one mentorship, and self-paced independent learning. Change up the setting and style for your salespeople to maximize their engagement.



Use Video Coaching To Your Advantage

Training is exponentially more effective when it is interactive. Utilizing video content is one of the best ways to engage your audience.

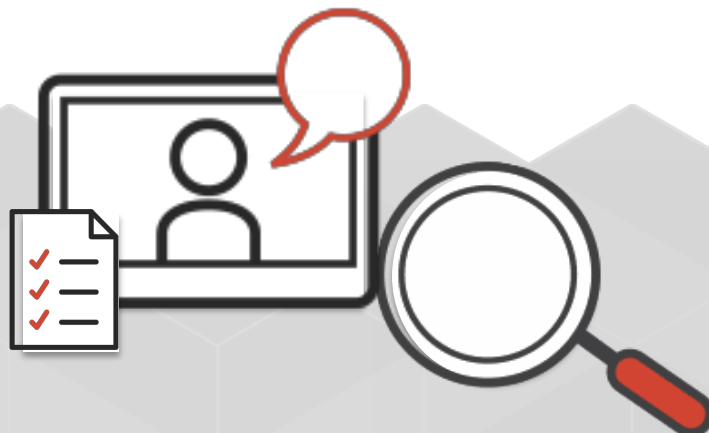
Video Coaching Tips

- Pre-record short coaching tutorials
- Sending video blast updates can be faster than writing updates
- Create video assignments where students submit recordings of crucial skills like sales presentations.



Create Engaging and Accessible Content to Support your Coaches

Incorporate graphs, charts, images, and relevant articles as often as you can. Make sure all of this information is easily accessible **and** searchable on mobile devices. You want your people to be able to engage with content at their own convenience and recall information when they need it.





Break Training Into Bite-Size Pieces

If you ask your learners to consume too much information at once, they will have difficulty retaining it. Create short, microlearning modules of information your salespeople can digest a few minutes at a time. Alternate between created and curated content, sales coaching sessions, and milestone assignments or quizzes they can complete to show their progress.

What is Microlearning?

Most people forget a large portion of what they learn in a matter of minutes after reading or hearing new information. A few days later, the majority of that knowledge is gone. Microlearning, or the process of learning in bite-size pieces, is shown to significantly increase knowledge retention. Instead of overwhelming your people, give them new information in small snippets they can consume in just a few minutes.



Keep your Playbook Updated and Make Training a Habit

If you're putting your salespeople through initial training and then leaving them to their own devices, you're doing them a major disservice. As products, technology, and processes change, utilize coaching to keep all of your people up to date, no matter how long they've served on your sales team.

Incorporate Milestones And Incentives



Motivate your salespeople with meaningful rewards for completing training milestones and reaching new sales goals. Create a training program valuable enough that they will see real results by following it. If your people don't see the point in learning and improving, your playbook will sit untouched and your sales coaching program will become obsolete.

Common Pitfalls to Avoid

At Bigtincan, we've had numerous customers come to us because their past initiatives just haven't been effective. Here are a few things we've learned you **MUST** avoid:

1. Overwhelming your audience – We can't stress microlearning enough.
2. Overcomplicating verbiage – Speak to people in ways they understand.
3. Undervaluing rewards – Dangle a carrot. People need a reason to succeed.
4. Skimping on leadership – You need a person(s) to lead this initiative. Hire accordingly.
5. Failing to update – There's no point in investing in training if it's not always fresh.

The Future of Sales Coaching

Sales, like most things in the working world, is a learned skill. In order to keep your skills sharp, you have to continually learn and evolve. If your sales teams succeed, you succeed. Investing in your sales team's learning and development is no small task, but time and time again, we see that investment paying dividends.



See it in action

Bigtincan is a complete sales enablement platform that allows you to maximize the effectiveness of your sales teams. Learn more about our

[AI-powered sales enablement automation](#) or our [microlearning platform](#) for training your remote salesforce.

[Get a Demo](#)



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