



FOR IMMEDIATE RELEASE

CONTACT

Claire Eckstrom, Director of PR & Events  
3201 S 33rd St, Suite C | Lincoln, NE 68506  
402.805.4238 | [ceckstrom@ecsellinstitute.com](mailto:ceckstrom@ecsellinstitute.com)

**PRESS RELEASE: 2019 Sales Coaching Award Winners Announced**  
BY ECSELL INSTITUTE ON APRIL 17, 2019

Charlotte, NC (April 17, 2019) – EcSell Institute announced their 2019 Sales Coaching Awards winners at their annual Coaching Summit. The two award recipients were recognized for excellence in sales coaching at their respective organizations. The honorees achieved their results by focusing on the development of their coaching abilities, the application of sales coaching best practices, and innovation in their sales coaching efforts. The most prestigious honor was awarded to 2019 Coach of the Year, Harry Hicks of West Pharma.

Mr. Hicks leads a sales team that achieved impressive results in 2018, outperforming their targeted sales numbers. It's not only the impressive revenue his team has generated that led to Mr. Hicks being named as Coach of the Year, it's also the way in which he developed his team members to achieve these results. As a coach, he has created an environment that is equally supportive and challenging. Indeed, as we look at the feedback from his salespeople in his most recent team survey, we see that 100 percent of his sales team members agree that he cares about them as a person and that same percentage describe him as an excellent sales coach.

During the award ceremony, numerous comments from his sales management team were shared about the impact of Mr. Hick's leadership. His team members described him as "excellent at communication and follow through" and praised him for his willingness to "always be by [their] side and not run from conflict." In addition, several of his team members sent videos to thank him for his support, guidance, and insight in helping them develop their selling skills.

Horizon Pharma was recognized as EcSell Institute's 2019 Client of the Year. Since joining EcSell Institute in 2018, the Horizon Pharma team has been an innovator in implementing coaching best practices that are both easy to execute and tailored to the needs of their sales organization. This includes developing specific performance descriptions to help managers better assess their salespeople's skills and utilizing the data gained from sales call evaluations to guide their training efforts.

Horizon Pharma is also a leader in coaching quality. Ninety four percent of their salespeople agree their managers' feedback helps them sell more. Ninety five percent of their salespeople agree their managers' one-to-one meetings are beneficial. And 92 percent of their salespeople agree their manager is an excellent sales coach. The remarkable quality of their coaching has made Horizon Pharma one of EcSell Institute's highest-performing organizations in their overall coaching survey scores.

EcSell Institute is known world-wide for its development of coaching strategies, tools, and best practices for managers and executives. Headquartered in Lincoln, Nebraska, the company was founded in 2008 and has grown into a market leader in the areas of coaching research, methodology, and resources. It's known for the book, *The Coaching Effect*, which studied over 100,000 coaching interactions to identify the activities and behaviors used by the most effective coaches, as well as *The Coaching Effect* performance system which teaches leaders how to instill these coaching best practices in their organizations. Each spring, EcSell Institute holds a leadership summit to recognize excellence in leadership, as well as educate leaders from around the globe on a variety of topics related to coaching and performance.

# # #