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## **Press Release: 2016 Sales Coaching Award Winners Announced**

By [EcSell Institute](#) on April 13, 2016

Las Vegas, NV (April 6, 2016) – EcSell Institute recently announced their 2016 Sales Coaching Awards winners at their annual sales coaching summit. The three award recipients were recognized for excellence in leading their respective sales organizations to improved results. Each of the honorees achieved their outcomes by focusing on the development of their coaching abilities and the application of sales coaching best practices. The most prestigious honor was bestowed upon 2016 Coach of the Year, JoAnn Davis of Ameritas Insurance.

Ms. Davis manages a sales team that accomplished 110% of their sales goal in 2015. She led her team to success through positive relationships and a focus on accountability. Committed to consistency in her coaching efforts, Ms. Davis executed her coaching activities at an 87% completion rate, as measured in EcSell Institute's ONE-UP Coaching Cloud. As a comparison, the average sales manager executed their coaching activities in ONE-UP at a 55% completion rate. She was not only dependable in her coaching, but she also ensured her coaching interactions were effective for her reps. Demonstrating the quality of her coaching, on a recent survey of her company's sales reps, 100% of Ms. Davis' team members agreed that she is an "excellent sales leader" and 100% rated her coaching skills as "strong" or "very strong." Holding her in high esteem, many of Ms. Davis' reps, peers and leaders recorded videos of appreciation that were part of the award ceremony.

Iredale Mineral Cosmetics was recognized as EcSell Institute's 2016 Coaching Team of the Year. Iredale's sales leadership began working with EcSell Institute two years ago and has been diligent in providing their managers with education, support and tools to become better coaches to their teams of business consultants. In 2015, the Iredale team focused on sales coaching best practices like one-to-one meetings, team meetings, joint sales calls and sales call evaluations. Using the ONE-UP Coaching Cloud to execute, track and analyze their coaching work, the Iredale team completed 79% of their coaching activities. Their diligent efforts have led to positive feedback from their business consultants, with over 77% rating their manager as an excellent sales leader.

The final award winner was Dun & Bradstreet who was named EcSell Institute's 2016 New Client of the Year. Dun & Bradstreet began working with EcSell Institute just nine months ago and has already dedicated significant time and effort to improving their sales coaching. On average, front-line sales managers have invested 20 hours each to their coaching skill development. In addition, the senior sales executives of Dun & Bradstreet are not just talking about the importance of coaching, as they have also invested numerous hours learning strategies to support their managers' coaching efforts. This focus on coaching education has been put into action, as Dun & Bradstreet managers have changed how they interact with their teams, focusing more on identifying and supporting their reps' development needs. The commitment of Dun & Bradstreet managers is illustrated by the 3,010 individual coaching meetings with their sales reps that have been recorded in the ONE-UP Coaching Cloud.

Each of these award winners had their own unique reason to begin a process to improve their sales coaching. However, they shared one common objective – to improve how they coach, manage and lead their individual sales reps in order to improve their organizational sales results. The outcomes they have achieved over the last year certainly demonstrate that their efforts are paying off.

EcSell Institute is known worldwide for its development of sales management coaching strategies, tools and best practices for sales managers and executives. Headquartered in Lincoln, Nebraska, the company was founded in 2008. It has grown into a market leader in the areas of sales coaching research, methodology and resources, and has become known for the ONE-UP Coaching Cloud, which provides sales leaders with an innovative, simple way to execute, track and analyze their sales coaching behavior. Each spring, EcSell Institute holds a sales coaching summit to recognize excellence in sales leadership, as well as educate sales leaders from around the globe on a variety of topics related to sales coaching and performance.