

Morning session

THE "WHY" BEHIND SALES COACHING

A coaching overview on how your company's managers impact team performance and sales.

KEY TAKEAWAYS

- The research and impact of coaching on sales performance and the principles of the growth coaching equation (order, relationships and complexity)
- The definition of coaching
- Activity and Behaviors that separate the top performing coaches versus all others
- Why the top 20% of sales coaches bring in \$4.3 million per manager more each year in revenue than the bottom 80%

COACHING ACTIVITY #1: ONE-TO-ONE MEETINGS

Why this best practice matters, supporting research, process for completion and workshop activity to ensure effective execution using growth coaching equation principles

KEY TAKEAWAYS

- Proven structure and format for conducting effective one-to-one meetings
- Key questions managers should ask during their one-to-one's
- How to properly document and follow up on all one-to-one meetings
- Learning method: Small group exercise with feedback discussion

Afternoon session

COACHING ACTIVITY #2: TEAM MEETINGS

Why this best practice matters, process for completion and workshop activity to ensure effective execution using growth coaching equation principles

KEY TAKEAWAYS

- Effective sales manager protocol for team meetings
- Why shared leadership is the best way to run team meetings
- How to run effective remote team meetings
- Learning method: Large group brainstorm exercise

COACHING ACTIVITY #3: EFFECTIVE FEEDBACK

Why this best practice matters, process for completion and workshop activity to ensure effective execution using sales performance equation principles

KEY TAKEAWAYS

- Impact of positive versus negative feedback (response may surprise you)
- Why consistency is king
- The 3 levels of questioning when providing post call feedback
- Learning method: Partner role play activity

Continued . . .

COACHING ACTIVITY #4: CAREER DEVELOPMENT PLANS

Why this best practice matters, process for completion and workshop activity to ensure effective execution using growth coaching equation principles

KEY TAKEAWAYS

- Effective frequency, scheduling, and agenda for CDP's
- How to focus on "professional growth" not just organizational advancement
- Best Practice template for executing Career Development Plans

CLOSING

Group discussion and steps for execution