



Only 32% of sales managers are considered "outstanding" coaches by their salespeople

If you are a sales manager, consider the following:

- 56% of salespeople say they are not being coached the right way.
- 57% of salespeople say they want more coaching from their sales managers.
- 60% of salespeople say they want better coaching from their sales managers.

Even though a sales manager's primary job is to coach salespeople, most sales managers are unprepared to do it. The outcome is that sales managers fail to capture the full value of their sales team. When sales managers study Coaching for Sales Success and practice its leadership principles, they will build a value-added sales culture that will help them get the most value from their salespeople.

Benefits

Increase employee satisfaction, loyalty, and retention

Build commitment for selling value-added in your sales force

Help salespeople reach the next higher level in their sales careers

Fully utilize all of the resources available to you as a sales manager

Send a strong message to your staff about the importance of personal development

Build stronger and more customer-focused sales and service teams

Give effective feedback to your salespeople on their performance

Identify what motivates your sales force and help them blast out of comfort zones

Topics Covered in This Training

- **Introduction to the Value-Added Sales Culture**—what it means to have a sales force focused on selling a company's total value
- **How to get the M.O.S.T.TM from salespeople**—a strategic planning model that ensures a coherent response to your marketing challenges
- **Recruiting and Selection**—you want more than a warm body in a hot territory—this means creating sales positions that support your strategic objectives and finding salespeople that fit this role
- **Setting sales objectives**—constructing sales goals that support the company's objectives while inspiring salespeople to reach beyond their grasp
- **Training and developing your salespeople**—designing sales training that prepares salespeople to achieve their sales objectives
- **Compensating for equity**—ensuring that you're getting as good as you're giving and giving as good as you're getting
- **Motivating your salespeople**—tapping into the internal spark that compels salespeople to achieve
- **Coaching**—you cannot coach from the locker room—you must be on the field with your sales team to provide direction and feedback