

Sales Team Coaching Skills

Coaching others is an essential skill for a successful sales manager. Effective coaching is a learned skill. Coaches need to be able to inspire and empower others, from high to poor performers. High performers are often 'left to it', and sales managers are surprised when they decide to leave. You coach individuals to help them overcome personal obstacles, maximise individual strengths, and reach their full potential.



In this workshop, you will learn to:

- Understand the importance of coaching
- Identify opportunities for coaching
- Vary your coaching approach to meet individual needs
- Learn to help others focus on mutual sales opportunities
- Uncover potential barriers to coaching and how to overcome them
- Deal effectively with all behavioural styles
- Practice the major steps in the coaching process

Who Will Benefit?

Anyone who is responsible for the performance of sales people

Course Outline

- Coaching: its definition and implications
- The different coaching tools
- Evaluating your coaching style
- Tactics and strategies for motivating others
- Influencing skills that encourage others
- Giving negative feedback
- Handling difficult situations
- Questioning techniques
- Coaching high performers
- Establishing an acceptance of the coaching process
- How to recognise and improve skill deficiencies in others
- Avoid common mistakes coaches tend to make

Duration

1 Day



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