

Sales Coaching Workshop

專業銷售激勵訓練

MEDIUM : Cantonese / Putonghua COURSE CODE : SCW

Objectives

By completing this curriculum, your sales managers should be able to:

- overcome coaching fears and create receptivity to coaching
- building team support for coaching and skill improvement
- provide feedback in way that motivates and leads to a positive change
- help salespeople plan their objectives before a call
- observe salespeople and collect relevant information during the call
- use data after a call to determine what coaching is needed
- enhance the ability of sellers to better understand their customers

Methodology

All training modules have variations of the following:

- *Ice breakers*
- Input-concise concepts and theories, main focus is on practical demonstration of behaviours
- Team or individual activity to reinforce input and increase ability to re-model behaviours
- *Feedback from Team, Individuals & the Facilitator*
- Various "games/activities" to enhance retention of the skills
- The activities will either be *case studies* leading to *discussion and/or role-plays, or practical games* related to the sales skills and the process

Target Audience

All sales managers or executives that are aiming to develop the skills of their sales forces

Course Outline

1. Why Coach?

- Reinforcing skills
- Building a common language
- Demonstrating management commitment

2. What is Coaching?

- Skills Coaching
- Strategy Coaching
- Modeling
- Training

3. Barriers to Coaching

- Competing pressure
- Lack of reinforcement
- Inadequate models
- Fear of coaching

4. How to Coach?

- The Plan-Do-Review Coaching Cycle
- Know what to look for
- Observe the sales performance accurately
- Help make change happen
- The Call Plan Model

5. When to Coach?

- Types of calls that may not be suitable for coaching
- Types of calls that are suitable for coaching
- Selling or Coaching? (three key questions for deciding whether to sell)

6. Who to Coach?

- Four (4) types of salespeople
- Where to spend leadership time

7. Role-playing to Practise the Skills