

POWER SALES COACHING (Module 1)

Overall Training Aim of the Programme

The content of this programme is focussed on improving sales performance through the construction and implementation of a sales improvement process using the POWER coaching model.

Target Trainee Profile

Sales managers and coaches seeking to improve the sales performance of salespeople.

Learning Outcomes of the Module

At the end of this module participants will be able to:-

- Determine which performance factors make those in sales successful
- Demonstrate an appreciation of the methodologies and techniques used by successful coaches in other professions and how these apply specifically to their own environment
- Understand the 'professional processes' model of improvement and apply this to their own business environment
- Determine behavioural and process rules for individuals and teams
- Construct a high-level sales process applicable to their sales teams
- Demonstrate an understanding of the **POWER**¹ coaching model of business coaching
- Understand the importance of written records and monitoring of performance

Training Duration

2 days

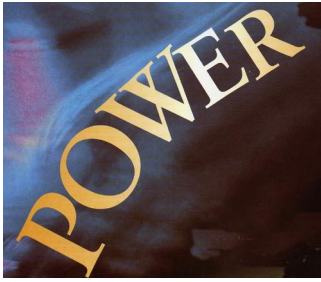
Training Approach

The course will use a workshop-based approach with high levels of delegate activity.

Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic	Discussion of the results from a research phase of the project
2	To agree on a 'rules' surrounding a sales process	Development of a set of rules regarding the implementation of a new sales process
3	To determine a specific sales process for the team	Using benchmark sales standards managers will identify which apply to them and their teams
4	To understand the dynamics of the POWER coaching model	First base in business coaching. POWER coaching. Keeping records
5	To explore and understand the POWER coaching model	Using the POWER coaching model
6	To review the course and agree actions points for follow-up	Agreement on action points for project implementation

¹ From **Coaching Champions**. Frank Salisbury, Cariona Neary & Karl O'Connor. Oak Tree Press. 2001.



POWER SALES COACHING (Module 2)

Training Aim

The content of this module is geared to developing the skills of sales coaches using the first two elements of the POWER coaching model

Target Trainee Profile

Sales managers and coaches seeking to improve the sales performance of salespeople.

Learning Outcomes

At the end of this course participants will be able to:-

- Demonstrate an understanding of the 'PURPOSE AND PARAMETERS' element of the POWER coaching model
- Demonstrate an understanding of the 'OBJECTIVES AND OPTIONS' element of the POWER coaching model
- Display an ability and demonstrate the skills of using the first two elements of the POWER coaching model

Training Duration

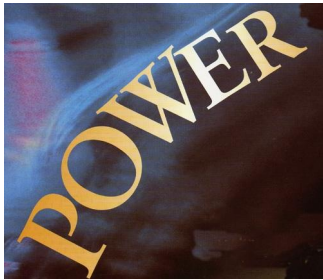
1 day

Training Approach

The course will use high levels of delegate activity employing role play.

Training Plan

Session	Purpose	Content
1	To understand the first element of the POWER coaching model	Purpose and Parameters
2	To understand the second element of the POWER coaching model	Objectives and options
3	To acquire the skills to use the first two elements of the POWER coaching model	Skills drills and development
4	To review the course and agree actions points for follow-up	Agreement on action points for the construction of case studies for follow-up events



POWER SALES COACHING (Module 3)

Training Aim

The content of this course is geared to developing the skills of coaches using the third element of the POWER coaching model

Target Trainee Profile

Sales managers and coaches seeking to improve the sales performance of salespeople.

Learning Outcomes

At the end of this course participants will be able to:-

- Demonstrate an understanding of the 'WHAT'S HAPPENING NOW' element of the POWER coaching model
- Display an ability and demonstrate the skills of using the first third element of the POWER coaching model

Training Duration

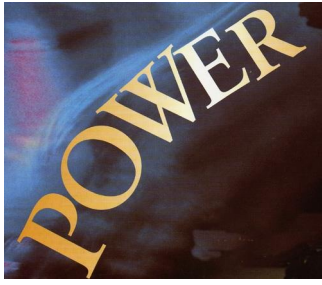
1 day

Training Approach

The course will use high levels of delegate activity employing role play.

Training Plan

Session	Purpose	Content
1	To understand the third element of the POWER coaching model	What's happening now
2	To acquire the skills to use the third element of the POWER coaching model	Skills drills and development
3	To solve a case study	Discussion; practice; and plan to resolve a case study
4	To review the course and agree actions points for follow-up	Agreement on action points for the implementation of a resolution to a case study



POWER SALES COACHING (Module 4)

Training Aim

The content of this course is geared to developing the skills of coaches using the fourth and fifth elements of the POWER coaching model

Target Trainee Profile

Sales managers and coaches seeking to improve the sales performance of salespeople.

Learning Outcomes

At the end of this course participants will be able to:-

- Demonstrate an understanding of the 'EMPOWERMENT' element of the POWER coaching model
- Display an ability and demonstrate the skills of using the first fourth element of the POWER coaching model
- Demonstrate an understanding of the 'REVIEW' element of the POWER coaching model
- Display an ability and demonstrate the skills of using the first fifth element of the POWER coaching model

Training Duration

1 day

Training Approach

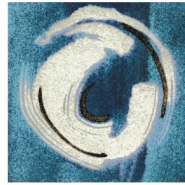
The course will use high levels of delegate activity employing role play.

Training Plan

Session	Purpose	Content
1	To understand the fourth and fifth elements of the POWER coaching model	Empowerment, and Review
2	To acquire the skills to use the fourth and fifth elements of the POWER coaching model	Skills drills and development
3	To understand the importance of written records	Record keeping plans and maintenance
4	To solve a case study	Discussion; practice; and plan to resolve a case study
5	To review the course and agree actions points for follow-up	Agreement on action points for the implementation of a resolution to a case study

For further details of this and other performance improvement programmes and processes contact us at:

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