

This MasterClass is designed to enable those sales managers and trainers already sold on the benefits of sales coaching as a method of improving the performance of a sales team with a proven method for doing so, based on the POWER sales coaching model.

## Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Graduate Diploma in Sales Coaching – a degree level qualification provided by the International College of Professional Selling.

## Benefits

The benefits of adopting the POWER coaching model as a business practice are that salespeople perform better, relationships are enhanced, work is less stressful, the focus is on performance and not on promotion or job grade, and responsibility is placed where it should be – with the person performing the sales role. POWER coaching can and does produce sales champions.

## Learning Outcomes

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

- Explain the 'professional processes' model of improvement and apply this to their own business environment
- Demonstrate an understanding of the POWER coaching model of sales coaching
- Understand the importance of written records and monitoring of performance
- Acquire the ability to use the POWER coaching model of sales coaching.

## Approach

This MasterClass is only available for in-house delivery for up to six delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

## Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic.	A holistic model of sales improvement. The rules of the game. The professional process model.
2	To understand the dynamics of the POWER coaching model.	First base in sales coaching POWER coaching Keeping records
3	To acquire the skills of POWER coaching.	Role Play
5	To review the MasterClass.	Action points for coaching implementation End of course test

## Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation

### **Progression**

Successful completion of this MasterClass will earn the participant credits against the ICM Graduate Diploma in Sales Coaching.

### **Contact**

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



#### **Business & Training Solutions**

1A, Woodland Office Park,  
Southern Cross,  
Bray, County Wicklow.  
Ireland.

Telephone: +353 (0) 1 276 0420

[www.btsolutions.ie](http://www.btsolutions.ie)

[info@btsolutions.ie](mailto:info@btsolutions.ie)

