

A Masterclass in Sales Coaching

One-day workshop

Overview

The principles governing the application of this unique approach to the understanding and acquisition of sales coaching skills have been drawn from extensive research into the professional coaching methodologies used by successful coaches in the fields of sports, music, dance, and acting. In these professions, coaches have a clearly defined system and they stick to it. In business the goalposts are forever changing, as are the players, the rules, and tactics. To say that this happens as a result of changing market trends fails to recognise whilst markets change, people are essentially the same, and what works in the professions mentioned can work in business.

Benefits

The benefits of adopting coaching as a business practice are that people 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 business role. Sales Coaching can and does produce champions at work.

Aims and progression

This one-day workshop provides participants with a significant insight into how to improve the performance of people at work by sales-coaching interventions seeking to improve business outcomes. It is focused on learning and applying solutions in a business environment.

Learning Outcomes

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

- Display an understanding of the conditions which need to exist for sales coaching to be successful
- Determine which performance factors are key in sales success
- Demonstrate an appreciation of the methodologies and techniques used by successful coaches in other professions and how these apply specifically to their own business 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
- Demonstrate an understanding of the POWER¹ coaching model of business coaching
- Understand the importance of written records and monitoring of performance

Training Approach

The Masterclass 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	What is coaching? Dimensions of sales coaching The role of the coach Leadership and coaching Inspirational coaching Managing versus coaching How coaching works in other professions

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		to improve performance Barriers to performance improvement Creating an environment for business coaching
2	To understand why process and rules are important to sales improvement	Developing a game plan A holistic model of sales improvement The rules of the game The professional process model
3	To understand the dynamics of the POWER coaching model	First base in sales coaching POWER coaching Keeping records
4	To explore and understand the POWER coaching model	Using the POWER coaching model
5	To review the Masterclass	Action points for coaching implementation

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

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

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