

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.

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 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.

Learning Outcomes

At the end of this MasterClass 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 POWER coaching model of business coaching
- Understand the importance of written records and monitoring of performance

Approach

This MasterClass is only available for in-house delivery for up to ten 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 |
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| 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. |

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| | | How coaching works in other professions 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. 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:



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