



OVERVIEW

This hands-on two-day workshop is designed to help sales managers become more effective coaches. It incorporates two days of content and activities, as well as a follow up retention plan.

By the end of this workshop participants will be able to:

- Analyze the business case for coaching
- Gain crystal clarity on their role
- Articulate the importance of modeling in transferring selling skills
- Identify leading indicators for a salesperson's success
- Gain an understanding of how to manage Gen X and Gen Y
- Apply a five-step coaching model
- Examine appreciative inquiry and the value of focusing on strengths
- Distinguish between developmental and performance coaching
- Identify the challenges of taking on tasks that belong to direct reports
- Differentiate between accountability, tenacity and other behaviors

PROGRAM FLOW: KEY CONTENT AREAS

Day One

Welcome

- Introduction, learning objectives
- Challenge wall
- Business case

The Role

- Being or providing models
- Skill, value and time

Coaching Introduction

- What do you have to believe?
- What people value

Activities and Standards

- Activity: Leading and Lagging Indicators

- Right activities (drives), right opportunities (leading to), right results
- Activity sort
- Standards and scorecards

Developmental Coaching

- Coaching continuum
- What works
- Five-step model
- Client-specific scenarios
- Appreciative inquiry
- Application and practice
- Coaching zones

The Generational Challenge

- Boomers, X and Y
- Similarities and differences

Day Two

Welcome

- Learning objectives
- Teach back

Performance Coaching

- The neuroscience of coaching
- Activity: Oxygen Poker
- Three conversations in one
- Application
- Activity: ABC Cards

Formal Coaching

- Value
- Coaching tool review

Creating Ownership

- Monkey management
- Client-specific scenarios

Accountability

- Holding people accountable
- Activity: Unfolding Accountability
- Communicating accountability

Delegation

- Skill and Will matrix
- Things to consider
- Application

Path Forward