

# Sales Coaching

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.

## Learning Outcomes

- Analyze the business case for coaching
- Gain crystal clarity on your role
- Articulate the importance of modeling in transferring selling skills
- Identify leading indicators for a salesperson's success
- Apply a five-step coaching model
- 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

### 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  
Customer-specific  
scenarios  
Appreciative inquiry  
Application and practice  
Coaching zones

### Day One Close

#### Day Two

#### Welcome Back

Learning objectives  
Teach Back

#### Performance Coaching

The neuroscience of  
coaching  
Activity: Emotional  
POKER  
Three conversations in  
one  
Application  
Activity: ABC Cards

#### Formal Coaching

Value  
Coaching tool review

### Creating Ownership

Rocks in your backpack  
Customer-specific  
scenarios

#### Accountability

Holding people  
accountable  
Activity: Unfolding  
Evaluation  
Communicating  
accountability

#### Workshop Close

A path forward  
Workshop evaluation