

**Sales Coaching Program (SCP)** teaches sales managers how to make behaviour change happen with a sales person. This behaviour could be attitudinal (like encouraging persistence or action orientation) or skill based (like listening or closing). The program follows the international coaching federation GROW model where Goals are set, Reality interrogated, Options explored and then actions agreed and Wrapped up. Sales Managers are taught situational leadership where they are shown when to direct, manage, lead or coach. Both types of coaching are taught in the course:

## 1. Developmental Coaching

This option is self-directed by the sales person who chooses the goal and nominates the preferred outcomes. The manager then guides the sales person through a tailored combination of developmental coaching techniques. Developmental coaching is suitable for the achievement of any sales outcome chosen by the sales person.

## 2. Performance Coaching

Performance Coaching is for situations where the manager chooses the goal to be achieved by the sales person. This style of coaching is useful where there is below standard sales performance and the manager must encourage behaviour or attitudinal change.

We use techniques recognised by the International Coaching Federation (ICF) to achieve lasting results. SCP coaching is suitable for goals such as achieving high sales performance, influencing people, making important presentations or negotiating high stakes deals.

## Who should attend?

This program is for Sales Directors and Sales Managers wanting to maximise the sales potential of their sales teams.

## Program Outline

- Coaching Fundamentals and Challenges
- Establishing the Coaching Gaps
- Situational Leadership
- Establishing the Goal of the Coaching
- Establishing the Reality of where they are today
- Brainstorm the Options
- Determine the Way Forward

## Business Benefits

The business benefits of the *Sales Coaching Program* are to:

- Coach your people to maximize the individuals performance and the performance of the team.
- Optimize the balance between business results and people development.



A fresh  
perspective  
on your  
performance