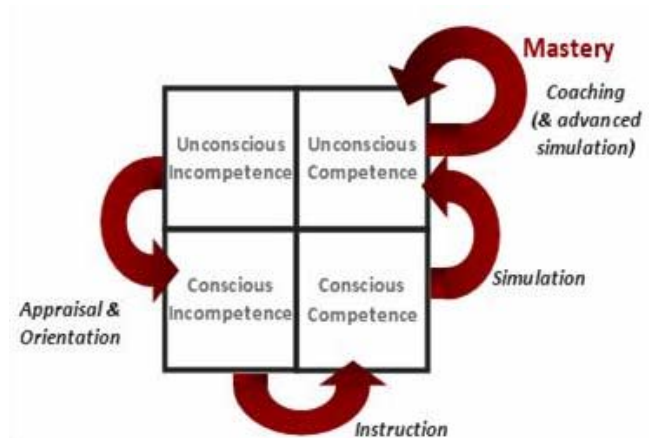


Driving Sales Revenue

# Sales Manager Coaching

## Program Overview



[www.proactbd.com](http://www.proactbd.com)

[info@proactbd.com](mailto:info@proactbd.com)

**ProAct**  
Business Development

## What is the Goal of the Sales Manager Coaching Workshop?

We enable your Sales Managers to practice high quality, pervasive coaching of sales people, in a timely and efficient manner, leading to increased skill levels and from this to higher levels of business.

## What are our Objectives?

Our objectives are that the successful implementation of effective sales coaching will give you:

- Enhanced skill levels
- More self sufficient sales people
- Efficient and effective use of management time
- Increased sales team motivation
- Improved business levels

## How will we achieve these?

Through an interactive workshop we will change the way your managers think and change the way they work. They will add more value to the sales team as a result of coaching. We will change your sales manager's attitudes, mindsets, and thinking processes to help them become:

- Sales Coaches instead of / in addition to being Super Sales People
- People who are valued by the sales people
- Leveraged in their support i.e. they help sales people develop, so that they do not always need direct management involvement

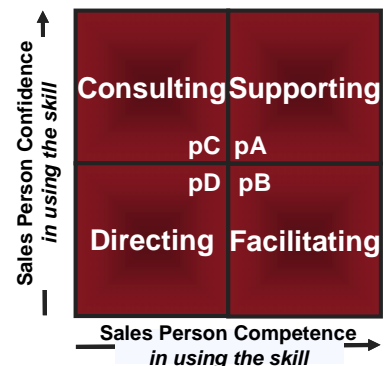
They will understand that Professional Sales Management is a proactive endeavor that is rewarding in its own right, and crucially allows the sales team to continually improve selling capability.

## We use a Workshop style approach because:

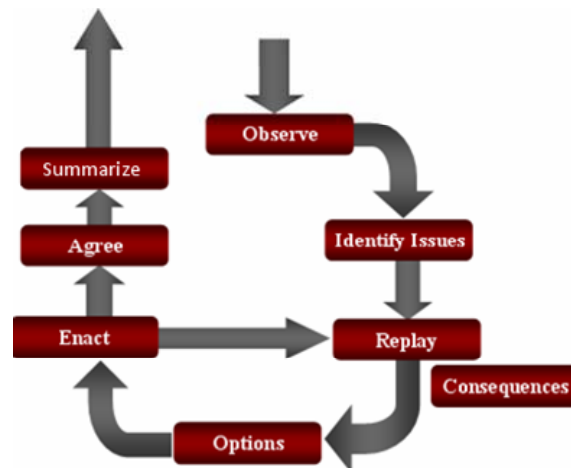
- This interactive 'learning by doing' format is demonstrably more effective than the conventional passive classroom style approach
- The Sales Managers will experience the power of real coaching, and will in effect be 'coached on their coaching skills'
- Sales managers exit the workshop having tried out their new skills, giving them the confidence to actually use it with their sales people

## What do we do in the Workshop?

- We discuss the importance of coaching, and why it is a necessary skill for a Sales Manager to be effective
- We will give them a simple model for coaching which we call 'Coffee Shop Coaching'
- We give them a simple tool, the 'Coaching Styles Model' which allows Sales Managers to flex their coaching approach to suit the needs of particular sales people
- We will practice using the model in simulations of real life. Sales Managers will firstly coach a 'sales person' who will have been observed in a particular customer situation (we use video clips of simulated sales interactions). Sales Managers then formally coach each other in the use of their coaching skills, using videos of their initial coaching session with the sales person.



## Coffee Shop Coaching Model



The Coffee Shop Coaching model is a simple to use approach to helping sales people develop their skills continually. It is most effective in the common situation of a five to ten minute coaching session either before or after a customer meeting. The model allows for impromptu coaching of all levels of sales people.

### *The Format of the Workshop*

The Workshop is a one-day event, which can cater for four to twelve participants. We combine some initial interactive presentations with extensive practical exercises involving viewing a video clip of a sales person 'in action' followed by coaching of that sales person, which is video recorded and then reviewed in a coaching environment.

### **In Summary:**

**Sales Manager Coaching** can change the way your Sales managers think and change the way they work. They will understand why they should coach, how to coach, be enthusiastic about implementing coaching and have belief in the benefits of coaching, to both themselves and to your business.

**Sales Manager Coaching** is designed to be highly practical and of real benefit to Sales Managers, and if they use it the business will benefit.

**Sales Manager Coaching** will be of immediate and direct benefit to your Sales People, as they should see immediate added value from their manager.

**Sales Manager Coaching** is a unique high quality workshop with a proven track record – it is 'industrial strength' and can be implemented easily and consistently across your organization.

The **Sales Manager Coaching** workshop is led by an industry experienced Accredited ProAct Facilitator, who has many years in a sales management role, enabling them to make the experience relevant and practical for your Sales Managers.

## Example Schedule of activities

<b>Time</b>	<b>Activity</b>	<b>Style</b>	<b>Purpose</b>
08.30	Introduction & orientation	Interactive lecture	Understanding of what is meant by coaching, and why it is important
09.00	Elements of Business Value Selling Workshop	Interactive lecture	Establish baseline for what their sales people will be learning
09.30	Manager's role in the workshop and coaching	Interactive lecture	Understanding of what is meant by coaching, and why it is important
10.00	Break		
10.15	Coaching Process	Group activity considering sports coaching	Icebreaker and engagement in coaching discussions
10.30	Overview of Coffee Shop Coaching	Interactive lecture	Gives overview of whole model
11.00	Walk through of Coffee Shop Coaching	Interactive lecture and exercises, taking each segment of the Coffee Shop Coaching Model	Understanding of all elements at detail level
11.30	Coaching Styles	Exercise and interactive lecture	Provides a framework for the sales managers to vary their coaching style
11.45	Introduction to practical exercises	Explanation of process. Viewing of all four sales scenarios	
12.00	Preparation and lunch		
13.30	Practical exercises	In teams conduct various coaching practical exercises  In addition, conduct a coaching styles exercise	Ensure proficiency in Coffee Shop Coaching, through each individual conducting a coaching session with a sales person (from video scenarios and with facilitator), conduct a coaching session for a colleague (on colleague's use of coffee shop coaching skills), and observe other coaching sessions
14.30	Plenary Review of Coaching Exercises	Interactive discussion	Understand importance of following coaching model I
15.00	Break		
15.15	Practical exercises	Conduct a coaching styles exercise	Practice coaching various sales team personality styles
16.15	Key Learning Points and Personal Action Planning	Individual and team exercise	Ensure maximum learnings from the day, and personal actions as a result
16.30	Review of the Key Learning Points	Activity and discussion	Ensure that all issues addressed
17.00	Close		