

“Winning Coaching and Motivating”

*Sales Management Applied to the
Baseline Selling Process*

Topics

- Sales Management Priorities
- Management Framework
- Coaching, Motivating and Accountability

Emphasize What Where?



Activities - 20-80% of Time

- Growing People
 - Coaching
 - Post call debrief
 - Pre-call strategy
 - Motivation
 - Accountability
- Recruiting

World Class Coaching

*Pre-Call Strategy and Post-Call
Debriefing For Sales Executives*

Coaching And Debrief Salespeople

- Organizational Growth
- An opportunity for practice
- Improves forecasting accuracy
- Motivational
- Raises the bar on expectations
- Increases accountability
- Determines fact from fiction
- Reinforces the importance of process

- *Fastest way to improve sales productivity*

Fear Impacts Daily Execution

- Rejection
- Losing the deal
- Loss of commissions
- Failure in general
- Feeling unproductive
- Fear of having to prospect
- Ridicule or embarrassment by peers
- Not being in control

Identify The Obstacles To Growth

- Findings from the evaluation
- Historical trends in their pipeline
- Repeated mistakes on the base paths
- Common themes from coaching
- Record collection
- Motivation
- Excuse making and outlook problems

Skill Deficiencies

- Questioning skills
- Listening ability
- Understands the companies sales process
- Ability to follow the process
- Ability to handle put-offs
- Can answer a question with a question
- Consistently sets mutual expectations

Pre-Call Strategy

- Must ask questions
 - Who are you seeing?
 - Why?
 - How did the last conversation end?
 - What is the goal of the call?
 - How do you plan to accomplish this?
 - Where are you on the base path?
 - Why does the prospect want to see you?
 - What are the obstacles?
 - How will you overcome these?
 - What can you get in trouble on this call?