

High-Performance Sales Coaching

Background

The reasons why the sales management is getting challenging:

- The competition is getting fierce as the lesser differentiation. The traditional centralized strategy is hard to meet the local challenges.
- It is getting harder to recruit high talented salesperson.
- In the past, the sales manager play as a hero to hunt the business. Now, the sales manager should evolve his role to the coach, to grow the salesperson as good as him.

In the challenging environment now, the sales manager should be evolved from the super salesperson to the modern sales leader, who can:

1. To work with the salesperson with the modern technology to analyses the progress for the sales performance.
2. Identify the opportunity for the sales grow, and define the sales strategies and action plans.
3. To observe the salesperson's skill, to identify the weakness and develop the plan to help.
4. Develop the sales talent plan to help salesperson to grow the capabilities

Process

In the class, the trainer will provide varieties of training activities for the topics:

- The necessity for the evolution of the sales manager
- The talent management of the salesperson
- The sales management with the numbers
- The sales management with the quality
- The sales coaching cycle (SCC)
 - SC1: One by one sales weekly meeting
 - SC2: Sales coaching plan
 - SC3: Implementation of the sales coaching visit
 - SC4: Review of the sales coaching visit
 - SC5: Development of the sales talent plan

Benefit

After the training, the participants will learn:

- How to evolve from the traditional sales manager to the modern sales manager
- How to select the appropriate method to help salesperson to grow his skill sets
- To manage the full spectrum from the objectives, strategies to activities with the numbers
- To understand the must know of sales coaching, to improve the sales quality
- To understand the sales coaching cycle
- To master the strategic coaching skills, to improve the sales performance from the sales pipeline report and the salesperson's behavior
- To learn how to develop the sales coaching plan
- To learn how to observe salesperson's skill and rescue in the sales visit
- To master the skill coaching skills after the sales visit
- To complete the sales talent plan to grow the salesperson's abilities

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Module	Outline	Time (m)	Activity
Introduction	Opening by host Ice breaking Ground rules Overview of the program Activity: What is the challenge?	30分	Lecture Small game Group discussion
Module 1 The evolution of the sales manager	<ul style="list-style-type: none"> • Objective: to help the sales manager to understand how to evolve • The challenges of the sales management • The key success factors - past and now • The role of sales manager • The dead zone, comfort zone, panic zone, stretch zone • Activities: the reasons why comfort zone and stretch zone 	30分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 2 Talent management of salesperson	<ul style="list-style-type: none"> • Objective: to understand how to manage the salespersons' talent • Two domains of the sales management • The categories of the salesperson's abilities • Methods to grow the abilities • Activities: Categorized and methods 	30分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 3 Sales management with the numbers	<ul style="list-style-type: none"> • Objective: to master the structure of the sale performance and forecast • The cycles of the sales strategy • 3 kinds of goals • 5 kinds of the sales strategies • 5 kinds of sales process • Activities: the sales forecast 	60分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 4 Sales management with the qualities	<ul style="list-style-type: none"> • Objective: to learn the basics of sales coaching • The visual bias • Conscious and unconscious of learning • The effect of hobbits • The effect of the coaching • Basic coaching skills • Activities: Role play 	75分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 5 Sales Coaching Cycle SCC	<ul style="list-style-type: none"> • Objective: to learn the sales coaching cycle • Introduction of SCC • Activity: Select the challenging stage 	30分	<ul style="list-style-type: none"> • 内容讲解 • 引导活动 • 投票活动

Module 6 SC1: sales weekly meeting	<ul style="list-style-type: none"> • Objective: To identify the opportunity to grow in the one on one weekly meeting • Discussion: How long is the appropriate period for the one on one sales meeting • Ten mistakes of salesperson • Identify and coach • Activity: two person role play 	150 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
Module 7 SC2: Sales coaching plan	<ul style="list-style-type: none"> • Objective: to develop the coaching plan for the team • Categorize the salesperson according to the teachability and skill level • Develop the sales coaching plan • Activity: develop the plan, and check with partner 	60 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • 2 persons activity
Module 8 SC3: Implementation of the sales coaching visit	<ul style="list-style-type: none"> • Objective: the observation and rescue in the sales coaching visit • Review of the selling skill • Observation form of the selling skill • Activity: role play, observation and feedback 	90 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
	<ul style="list-style-type: none"> • Tool: Sales coaching planner • Personal activity: select one salesperson and fill in the sales coaching planner • How to do self introduction in the sales visit • Tips in the sales coaching visit • Demo of the sales coaching visit • Activity: trio role play 	120 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
Module 9 SC4: Review of the sales coaching visit	<ul style="list-style-type: none"> • Objective: review after the visit, handling the contradiction • Skill review skill • Reinforce the good behavior • Activity: trio role play 	60 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
Module 10 SC5: Development of the sales talent plan	<ul style="list-style-type: none"> • Objective: to help salespersons to improve their skill level • Fill in the sales talent plan • Identify the opportunities • Review the STP with the salesperson • Activity: role play of the review 	45 分	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
	Total training time		13:00
Break time : 15 min per am/pm Lunch hour : 1 hour			

