

Sales Coaching Skills



A 2-day programme

Who for:

The experienced or senior sales professional whose responsibilities include coaching sales people 'in the field' to optimise their results and potential.

In this programme, you will learn and practise:

- The role and responsibility of the sales manager (or senior sales professional) in developing others, including how to build coaching into your schedule, how to become a role model
- How to accommodate a variety of learners and their potential range of receptivity and learning preferences
- Using coaching as a feedback approach
- Using coaching in goal setting
- Questioning and listening skills in coaching; how to elicit learning rather than give instruction
- A range of simple, yet effective coaching tools, using both directive and non-directive approaches
- Rapport skills; verbal and non-verbal ways to 'get alongside' your learner and talk their language

