

Sales

# Breakfast Workshop: Find the Right Formula for Sales Motivation

In-Person

Sales Leadership Coaching Workshop

## What You'll Learn

Blinded by Data: 5 Fundamentals to Restore Your Sight 1. Develop clear lines of sight between sales actions, sales goals & business outcomes. 2. Coach by asking, not telling. 3. Trade half of the numbers review discussion for early-stage pipeline review discussions. 4. When coaching, make sure your feedback is: timely, consistent, objective, individualized & relevant. 5. Take the "what to do" and merge it with the "how to do it".

## Why you want to learn it

Why is Sales Coaching Important? We know that sales coaching is an important part of sales management. It helps your reps become better salespeople overall, improves their skills, increases their engagement with your organization and, of course, improves your topline revenue. Studies have found that effective sales coaching programs can improve sales reps' performance by up to 20% . But many managers actually don't know how to coach well. Despite their abundance of experience as a rep, the promotion to a management role doesn't always come hand-in-hand with specialized training.

## How it will help you

7 Tips to Improve Your Sales Coaching Coaching is about moving the middle. Ultimately, the goal of sales coaching is to improve sale rep performance and increase confidence levels as they develop even better selling skills. • Build Trust. For sales coaching to work, the sales manager must earn trust. ... • Ask Effective Questions. Most people don't like to be told what to do. ... • Self Evaluation. ... • Focus. ... • The Rep Guides the Discussion. ... • Plan of Action. ... • Holding Your Rep Accountable.