



Perceptive Learning

COACHING EXCELLENCE

The Goal: Bring about changes that will have a long-term positive affect on team performance.

Day One

The day begins with an exercise by the participants that reviews the critical components of the sales process to which they should be coaching. The associated knowledge and skills identified in the exercise will be used as the foundation for sales skill assessment. Learning Styles is next, where these coaches see first hand the realities and value of personal differences. Skill observation specifics are then covered, and by the afternoon, participants will demonstrate their understanding of the sales process and required competencies by evaluating a simulated sales call on a customer. The focus of this program moves from the sales process to the coaching process during the next workshop. In this workshop participants will review the coaching model and observe “Effective vs. Ineffective” coaching to prepare for their upcoming coaching sessions. An important distinction is made between “Strategy” coaching and “Skills” coaching. Actual tools and job aids that are highly valuable for these coaches once they return to the field are used during the workshop.

In the evening the participants will prepare for their first coaching simulation.

Day Two

Participants will have the opportunity to demonstrate their ability to observe, accurately assess and coach a sales representative in a simulated sales call environment. The coach will then be evaluated and given feedback about their individual performance. An important outcome of this phase is improved consistency in assessing a sales rep’s demonstration of the company sales process. Following the simulation, participants will attend the Coaching Challenges Workshop. This workshop is designed to help individuals overcome the challenges they may encounter in the field. Role-plays and activities will allow the participants to practice utilizing coaching techniques to overcome some of these challenges.