

Sales managers can do a lot to help the individual members of their team. Managers can play an active role in selling, helping move an opportunity through the sales process; managers can put out fires and deal with difficult customer situations; managers can sit down and help a salesperson develop a winning strategy for an opportunity; and managers can coach each individual member of their team on the specific selling skills he/she may need to develop in order to succeed. While all of the items described above are valid and valuable activities for a manager, there is no greater responsibility for a manager than the development of his/her people. A major element of a sales manager's job is to help the individual members of his/her team succeed on their own. Since managers can't attend every sales meeting with every salesperson, it's critical that managers help salespeople develop the skills they need to execute sales meetings effectively when they are by themselves.



The Ignite Selling Coaching with Strategic Intent™ program answers three main questions every manager should ask when developing a Coaching “Plan of Action”.

1. **What to Coach:** What skills are key to driving successful sales meeting outcomes? What does good look like? How do I choose which skills to focus on for each salesperson?
2. **How to Coach:** What skills do I as a coach need use to help change behaviors? What behaviors make for an effective coaching experience? How can I be a more effective coach?
3. **Who to Coach:** Do I need to coach every member of my sales team? Where do I start? Who gets priority?

The Ignite Selling Coaching with Strategic Intent™ starts by reinforcing and validating the sales best practices taught in the Selling with Strategic Intent™ program. These “best practices” answer the question of “What to Coach?”. The training program then explores the coaching best practices needed to drive behavioral change. By exploring and practicing the execution of coaching best practices, participants answer the question of “How to Coach?”. And finally, participants in the Coaching with Strategic Intent™ program assess the individual members of their team to determine coaching priorities and to establish targeted skill development for each individual, thus answering the question of “Who to Coach?”

Learning Outcomes



- Know WHAT skills need to be coached
- Be able to accurately assess the execution of those skills during a sales meeting
- Know HOW to coach using coaching best practices (Applying those best practices in planning sessions and post-sales meeting coaching efforts)
- Know WHO to coach and how to prioritize the coaching efforts for maximum impact