

The biggest enemy of any sales manager is time – there simply isn't enough of it. That's why successful sales managers make the most of the time they have and focus on the things that matter most when it comes to driving success. Providing strategic coaching on the most critical sales opportunities is one area where sales managers can maximize the return on the time they invest. The challenges with strategy coaching are how to do it right, how to be consistent, and how to make the experience impactful for the salesperson being coached.



The Ignite Selling Strategic Coaching Workshop™ starts by identifying how to target the opportunities that can provide payback. Let's face it, some opportunities are more important than others. If time is limited, then it is essential that a coach spends his/her time on those opportunities that matter most. Once the right target opportunities are identified, then the goal is to develop a winning sales strategy. Using the strategy coaching best practices and the Ignite Selling Strategy Snapshot Tools™ as a guide, managers will learn how to have impactful conversations that assess salespeople's understanding of the situation, challenge their thinking about the existing strategic plan, and help develop a strategic plan of action for moving forward. While effective strategy coaching can help develop the strategic thinking of the sales team, the primary objective of strategy coaching is to win the targeted opportunities.

The Strategic Coaching Workshop™ provides sales managers with the tools to be an effective coach for the entire lifecycle of an opportunity – from the time it enters the sales process to the time the deal is closed.

Learning Outcomes

- Understand how strategy coaching can help and when it is appropriate
- Develop the criteria for identifying high-potential target opportunities
- Know and apply the Strategic Coaching Best Practices to assess the situation, challenge sales rep's thinking, and develop a new plan of action
- How to use strategy coaching throughout each stage of the sales process

