IMPACT Selling coaching guidelines – the Bad and the Good

A new sales person has been sent to a training program. It's been a big investment – program fees and 2 or 3 days "off the road".

The Bad

Here's how the conversation goes first thing on Monday morning when she comes back into the office:

Sales Manager: "So, Glenda, how was it? What did you learn?"

Glenda: "Great, I learnt heaps – I'm glad I went!"

Sales Manager: "Terrific! Well, when we get a moment, we'll sit down and de-brief what you went through!"

And of course, he never quite finds the time, and eventually so much time goes past, that the moment is lost. Wouldn't happen on your watch? We hope not!

The Good

For those Managers who understand the critical role of a solid and immediate debrief, and the value of coaching in supporting the sales person to get maximum value from the training, here are some guidelines:

- **Before they go on the program**

Set expectations by agreeing with the person their objectives for attending – what they will aim to get from the program, and what you expect them to get.

Agree before hand that you will meet at a predetermined time for 2 hours, no later than one week after their attendance. Date and time in the diary. Set the expectation that you'll run through the program with them, looking for applications to their business.

- **At the de-brief**

Explain that you are both there to help the individual to get the most from their investment in time and your investment in them.

Ask them to take you quickly through the program, explaining key points and where they see application to their situation. What is the significance of the 12 Habits?

Help them to get clarity on important principles, concept and skill areas. Ask them to explain how they plan to use the concepts and skills:

  - "Give me one situation where you can immediately apply these skills. When will you do that?"

- “Give me your company introduction and positioning statement – imagine I’m a prospect – let’s run through it now”

- “Show me your list of Funnels and Questions. How will you be using this? When will you complete this?”

- “Let’s do some role playing right now. I’m a customer, here is the situation….Pick a funnel and away you go.” Practice and rehearse for half an hour. Check that they have a good grasp of questioning and listening. Address straight away any problem areas.

- “Explain the NSBC presenting sequence. Why and how is this so important? How will you use this?

- “Show me your Objection Bank and your planned responses.” Review these together. Check they have the best answers and help the person gain confidence in objection handling.

- “What situation do you have right now where you can use these objection responses?”

- “How are you planning to use the price-handling ideas?”

- Finally, “what areas do you want more help on?” “How can I help?”

- **Then**

Agree some field visit time where you can see them demonstrate the skills in use and where you can further coach them. Agree dates and times, and type of selling situations they should arrange appointments for.

Don’t forget the special offer for Sales Managers

We encourage you to understand the IMPACTselling program and what your people will be trained in – it will pay dividends for you. If you’d like to attend the program yourself so that you can better coach your people when they are back at work, we have a great offer for you!

Pay only 30% of the program fees when you book at least one sales person on the program! This simply covers the cost of attending, so really it’s a great value-added offer for your business! Be our guest!

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