

High Performance Coaching for Sales Managers

- Coaching and Leadership skills

A powerful development program designed to help Sales Managers to coach and lead their sales team.

Sales Managers will learn:

- How to analyse and plan the development of their sales team
- How to use different techniques for the training of their team
- How to build the confidence of the sales team using a powerful coaching model – the RIGOW model
- How to develop their personal leadership style with different people in their team
- How to communicate more effectively with the team and individuals
- How to conduct effective and motivating joint field visits as coaching opportunities
- How to increase their total sales leadership effectiveness through improved people and communications skills

Timing

2 technique filled days followed by an Application Assignment where Managers apply their learnt techniques to their own sales team.

“I found the program to be content rich and I really enjoyed the tasks and activities. I feel more confident in being able to lead my team effectively and efficiently. I certainly recommend the PACE program to any company or corporation looking for a competitive edge.”

Sales Manager, Akzo Nobel Car Refinishing

This program develops critical Sales Manager capability that will positively impact sales results.

The program content is quantitatively supported by research by the Sales Executive Council. However Sales Coaching is poorly executed and not consistently delivered.

This program develops a number of PACE Sales Performance Improvement (SPI) Drivers related to driving effective sales behaviours.

The SPI is a practical model that explains in simple terms the Drivers that impact upon the attitude and behaviours of sales people and thus their sales performance.

The knowledge, skills and confidence of the sales team is closely linked to results. It is as important as sales activity analysis and planning; an area of development from the PACE “Accelerate Sales-team Performance” program.

Poor or minimal sales coaching ability and confidence by Sales Managers acts as a barrier to improving team results.

This program shows Sales Managers how to overcome that barrier and how to become an effective high performance coach for sales people.

Effective Sales Managers are effective coaches.

Who should attend? – Prerequisites

Sales Managers seeking to improve their effectiveness in leading their sales team through effective and powerful coaching techniques and who wish to develop confidence in working with the individuals of their team.

Note: A prerequisite of this workshop is prior attendance on the 'Accelerate Sales-team Performance program, as the High Performance Coaching program continues the themes and methods developed through the ASP program.

Sales-team leadership skills developed during the program include:

- How to build the confidence of the sales team by managing their knowledge and skill levels
- How to work with Level 3 of the Sales Planning Model that links development plans to business results
- How to lead and control of the training process for the sales team
- How to build Personal Development Plans for each sales person
- Developing the qualities and characteristics of Star Coaches
- How to work with the RIGOW Performance Coaching method
- How to effectively coach salespeople using proven performance coaching – in the office and in the field
- How to build and use a personalised Coaching Roadmap
- How to conduct effective and motivating joint field coaching for each sales person
- How to work with four key leadership styles – Situational Leadership
- How to develop a leadership style suitable to each individual using Situational Leadership
- How to get people to commit to a strategy and action plan
- How to get peak performance from sales people
- How to increase sales leadership effectiveness and create more time through effective coaching
- How communication influences results

Many Sales Managers feel uncomfortable with coaching their staff in joint-sales visits to customers. The importance of confidence in this technique cannot be understated. A valuable part of this workshop is the development of skills and confidence through practice in simulated selling situations.

More!

- 9 important leadership competencies
- 11 situations to use Performance Coaching
- 50 effective coaching questions
- 13 key strategic questions related to development planning
- 9 practical methods to develop their people

Program content includes:

Managing sales team competence:

- What are the sales team's required skills and knowledge? How can you evaluate them?
- Learn about the essential links between results, actions and competence
- And plan individual and team development to improve results

Performance coaching in the selling environment:

- How can you encourage your people, and help them grow? Learn a powerful coaching method, called RIGOW, which gives you the skills to do just that
- Learn how to apply these skills to field coaching situations, as well as for review and planning meetings
- How to use the Coaching Roadmap concept and build a Coaching Roadmap for each person in the team

Leadership styles for Sales Managers:

- Leadership plays a vital role in the skills, confidence and motivation of people
- Learn how to develop a flexible style that can succeed with different people, at different stages of their development and situations
- A valuable tool for performance improvement: Situational Leadership



Why Sales Managers MUST attend

Every Sales Manager needs a Coaching Roadmap to help them build their sales team confidence and drive results.

Many Sales Managers take years of trial and error to build their craft. The negative impact on sales performance can be significant. It's not a clever business strategy.

Understanding and having field sales experience is essential – but there is so much more!

The sales team – the engine of revenue and profit production for the company, is not the place for 'trial and error'.

This program can turbo-charge Sales Manager efforts, giving years of "know-how" in 2 action-packed days.

What previous participants have said

"I got a lot out of the course. The content was very relevant for me as a new manager of a sales team. I found a lot of the tools useful and will take away 5 or 6 important actions that this course has helped me reach some clarification on. I feel far more prepared to manage my team than I had previously."

Sales Manager, Oceania, Agfa Healthcare

"The positives from this particular course for me were:

- Simple approach
- Totally and instantly useable
- Clear measurable benefits
- Structured approach"

NSW Sales Manager, Sandvik

"I gained a wealth of knowledge and a better understanding of the role of a Sales Manager. The material presented to me was clear and concise and very well explained. I now also realise how leadership styles differ from task to task and not just individuals."

State Sales Manager, Queensland, Akzo Nobel Car Refinishes

"Very thorough coverage of crucial topics vital to any progressive successful business. A well constructed two day training course which has given me a number of ideas which I know will help me and the people I work with and manage."

Sales Manager, J Boag and Son

"The program was a comprehensive, well researched and most importantly practical experience that should be the basis for training all new sales management staff."

Sales Manager, Pacific Magazines

"Packed with valuable tools. Can't wait to get started."

Sales Manager SA, Vodafone

"The course was extremely practical and easily transferred into the day to day sales activities of my team. It provided me with strong foundations to be able to equip and coach my team for greater success."

Sales Manager, Courier Newspapers, News Ltd

How the program is delivered

Case studies, working groups, discussion sessions, information sessions and personal action plans all give the participant a tremendous framework for success.

Planning and rehearsal of coaching scenarios in small group sessions increase skill and confidence.

Participants are given the cumulative sales management knowledge of experienced PACE consultants. In addition, the opportunity to network and work with Sales Managers from other industries is an extremely valuable component of this program.

In a short space of time participants can learn valuable ideas and concepts from other businesses that they would otherwise rarely get.

The opportunity to 'step out of the woods to see the trees' and come back armed with many valuable concepts and ideas that they can immediately put into place should be an essential part of every Sales Manager's career development.



The PACE Australia approach

'High Performance Coaching' for Sales Managers is designed to provide Sales Managers with knowledge, skills and confidence to attain excellence in their sales leadership process.

We are confident that Sales Managers will be able to deliver enhanced results through their sales team by creating a stronger and more effective sales management method.

This will be achieved through the active commitment and motivation of their people gained by more effective activity planning and use of strategic and tactical sales process tools and coaching methods.

Implementation plan!

Following the program, participants are encouraged to work on a comprehensive Implementation Plan that they will be encouraged to present to their management.

This assignment contains detailed questions and tasks that enable the Sales Manager to apply the techniques and tools learnt on the Program to their specific situation.

It's where "the rubber hits the road". And it creates enormous value for the participant as they take the ideas and methods back to their team.

About PACE Australia

PACE Australia is a specialist in sales performance improvement.

We're dedicated to helping organisations across many different industries increase their sales revenue through their people and processes.

Following many years practical experience and expertise, we can help Sales Managers to build teams that:

- Find and win new customers
- Improve their customer relationships and retention
- Create customer growth

We develop and deliver the knowledge, the skills and the confidence to enable you to become more effective in your sales processes.

Our aim is always to help our clients develop:

- Improved sales performance
- A stronger competitive advantage
- Growth opportunities
- Increased revenues

Having worked in hundreds of sales performance projects across numerous and diverse industries, our experience is extensive.

And our commitment to helping our clients is total.

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