

Workshop Title	Sales Coaching and Motivation Workshop
Workshop Duration	2 Days
Workshop Description	<p>Organizations are discovering sales coaching as a tool for motivation, persuasion, knowledge and skill enhancement for their sales professionals.</p> <p>In the competitive sales environment of today, it is critical that the sales professional carries the image and values of the organization. This coaching program focuses on using the existing sales cycle of the organization to emphasize on the appropriate sales behaviors that is expected from the sales professional.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Team Leaders • Sales Managers • Heads of sales
Workshop Learning Objectives	<ul style="list-style-type: none"> • Understand the importance of sales coaching; • Appreciate what it takes to be a successful sales coach; • Know why, what and when to coach; • Be able to structure a sales performance coaching session; • Be able to give positive and constructive feedback to enhance performance; • Use the sales performance model for coaching purposes; • Be able to set and monitor development goals; • Be able to deal with disciplinary actions; • Learn to confront the sales personnel; • Learn to confront bad sales behaviors.
Workshop Outline	<p>Module 1: The Importance of Coaching Sales Personnel</p> <ul style="list-style-type: none"> • Understanding the What, When & Why the Need to Coach Sales Personnel • Developing the Various Aims of Coaching • The Impact of Coaching to Sale Performance <p>Module 2: Communicating Sales Expectations and Coaching on Behavior</p> <ul style="list-style-type: none"> • Know What to Coach- Attitude vs. Behaviors • Understanding Key Components of an Effective Sales Personnel • Setting the Expectations of the Organization on the Subordinates

	<p>Module 3: Developing Key Coaching Skills</p> <ul style="list-style-type: none"> • Principles & Qualities of an Effective Coach • Focus on the Job Holder, Earn the Right to Advance and Advance Through Involvement • The Different Types of Coaching Styles We Can Use – Curbstone and On The Spot <p>Module 4: The Sales Coaching Session</p> <ul style="list-style-type: none"> • Preparing for a Coaching Session using a Sales Interaction Model • Planning a Coaching Session Based on the Sales Professional Behaviors • Conducting a Coaching Session <p>Module 5: Sales Performance Feedback and Motivation</p> <ul style="list-style-type: none"> • The Relationships Between Performance Monitoring and Feedback • What Motivates People and How to Best Recognize Them • Giving Feedback and Motivating People <p>Module 6: Confronting Bad Sales Behaviors</p> <ul style="list-style-type: none"> • Understanding What Causes Bad Behaviors • Coaching for Bad Sales Behaviors • When Coaching Fails- Performance Manage Them
<p>Training Methodology</p>	<p>The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.</p>