

Coaching Your Way to Greater Sales Effectiveness

Year after year, when Business Owners and Sales Leaders are surveyed about their top priorities for the year ahead, the same goals repeatedly appear at the top of the list: Increase Revenues, Open New Accounts, Optimize Lead Generation, Improve Up-Selling & Cross-Selling, Improve Margins, Reduce Discounting, Reduce Sales Cycles, Increase Win Ratios, and *Increase Sales Effectiveness*.

Increasing Revenues, Improving Margins, and Reducing Discounting require little in the way of explanation; but what do they mean by *Increasing Sales Effectiveness*? If you do a Google search on the term Sales Effectiveness, and review some of the over 5.4 million hits you receive, you will find the term used in reference to a myriad of products and services ranging from sales automation tools, to strategic planning and marketing communications programs, and a range of sales and professional development programs.




Allow us to attempt to clarify the matter:

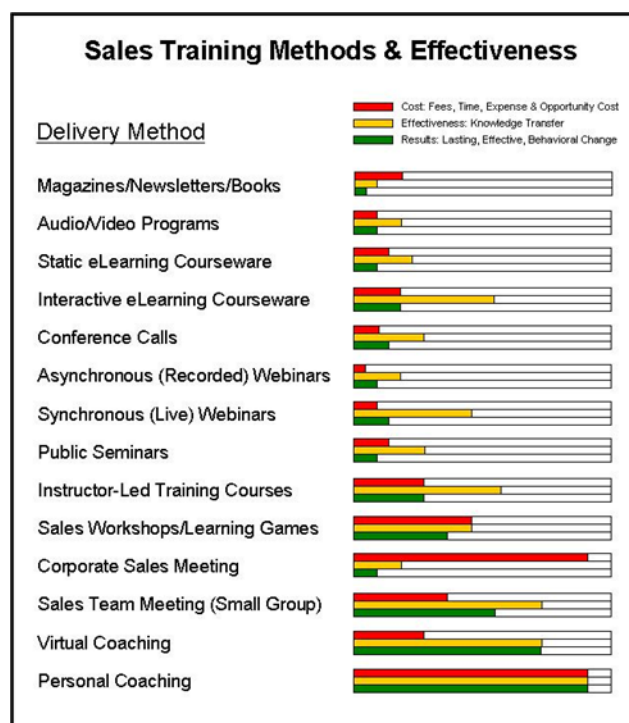
Sales Effectiveness is the qualitative measure of how consistently each member of your sales organization performs up to the peak of their potential and your professional standards.

Imagine your sales organization as the revenue engine of your business, and each member of your sales organization as one of the pistons that powers that engine; by increasing the effectiveness of how each of these “pistons” performs, your revenue engine will produce greater revenues and profits.

As the late business philosopher Jim Rohn used to say: “You can walk down any street in the country and ask 100 people passing by ‘*you wouldn’t want to buy anything today would you*’ and eventually someone will stop and ask ‘*I don’t know, what are you selling*’.” Increasing Sales Effectiveness is not about increasing the number of people you speak to each day; but rather, it is focused on helping each sales person make better calls, on a more finely targeted audience.

The greatest gains in sales effectiveness are to be realized by focusing on the *quality* of your sales activities. *Qualitative* improvements in sales performance results from concentrating on attitudinal and behavioral changes – Training & Development. And the most *effective* method of affecting attitudinal and behavioral change is *Personal Coaching*.

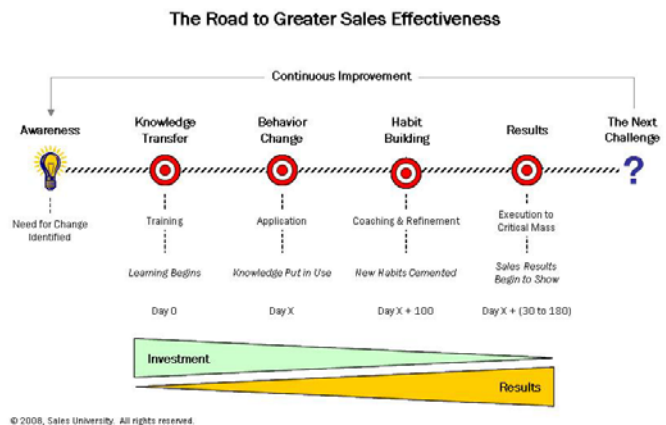
-  Top athletes work daily with strength & skill coaches, and sports psychologists, to help them perform at their very best.
-  Top performers work daily with personal trainers, vocal & acting coaches, to help them perform at their very best.
-  Top executives work with life coaches and presentation coaches to help them perform at their very best.



COACHING FOR SUCCESS

The most effective sales people and sales organizations are the best coached sales people and sales organizations.

Coaching pays. More so than any other form of personal or professional development, on-going personal coaching delivers the greatest results, as measured by real, lasting gains in habit building and personal productivity. The potential fiscal impact of an effective coaching program becomes evident when you understand the learning and habit building process.



Achieving real, measurable, sustainable gains in sales effectiveness and sales results stems from affecting real, positive changes in attitudes and actions. Habits are built – *and broken* – through conscious repetition of a desired set of thoughts and actions over an extended period of time. These desired “success habits” can be taught using a range of training tools and mediums; but the notion becomes habit only after being consciously applied in the marketplace over a period of months. This is where Coaching comes in.

An effective Coaching program:

- 💡 Gives the sales professional access to expert, external feedback as to how effectively he is executing a specific success habit.
- 💡 Gives the sales professional a sounding board with whom to discuss alternatives for tailoring a particular success habit to her individual skills and style.
- 💡 Provides a level of accountability to help keep the professional on track through the habit building process (minimum of 100 consecutive days of thought and action).

An effective Coaching program requires:

- 💡 A Coach with a clear understanding of the success habits that are proven to be most effective selling the firm’s offerings in the markets they support.
- 💡 A Coach with the tools to effectively communicate with each of the individuals he or she is coaching, and facilitate 1-on-1 and small group training and coaching sessions.
- 💡 A Coach with a coaching and support plan which can be used to support his or her people as they successfully navigate the habit building process.

“What if I don’t have these things in place today?” Many Business Leaders have come to realize the critical role Coaching plays in instilling a successful business culture, and the establishment of desired success habits. Many have also come to realize that most of their front-line Sales Leaders were elevated to their positions based upon their ability to sell, not their ability to teach other people how to sell. As a result, many of these Sales Leaders do not possess the knowledge, tools, or experience to effectively coach their people.

To become effective Sales Coaches, front-line Sales Leaders need access to: assessment tools they can use to help identify problem areas, training tools they can employ to address “hot spots” on-demand, coach-the-coach guides to support them in their role as teacher-mentor-coach, and action plans they can employ to help their people successfully navigate the habit building process. This is where Sales University comes in ...

... this is what we do.