



ValueSelling Framework® for Leaders and Managers

Maximize Training ROI

Give Managers the Tools to Build ValueSelling Behaviors

Let's face it: Frontline managers have one of the most difficult jobs in sales. As a result, sales coaching becomes an afterthought, with disastrous effects on employee retention:

- More than 60% of salespeople are more likely to leave their job if their manager is a poor coach. (Zenger Folkman)

On the other hand, when you give your leaders and managers the coaching tools to integrate a single sales methodology into your company's revenue DNA, you'll see dramatic increases in sales productivity and performance:

- Effective sales coaching leads to impressive results:
 - 63% increase in individual productivity
 - 58% increase in quota attainment
 - 55% increase in bottom-line growth (ValueSelling Associates, Inc. and Training Industry, Inc.)

Drive Adoption, Realize Sustainable Results

Now that the initial ValueSelling Framework® workshop is done, it's time to ignite change. Equipped with the skills learned in the Coaching the ValueSelling Framework for Managers course, your leaders will drive adoption of the ValueSelling Framework, build the desired selling behaviors and realize sustainable results.

Make no mistake – initiatives live and die at the frontline-manager level, so it's crucial to cultivate a reinforcement plan that blends ValueSelling concepts into your existing sales processes. In this program, leaders will develop the skills to:

LEARNING OUTCOMES



Integrate ValueSelling into your management processes.



Create coaching practices and playbooks for structuring sessions.



Build a tailored daily, weekly, monthly and yearly implementation plan.



Align coaching objectives with business goals.



Develop a measurement plan to showcase ROI.



Both Training Industry and Selling Power have named ValueSelling Associates to their annual Top Sales Training Companies list.





The Learning Journey

Coaching the ValueSelling Framework for Managers equips managers to create structured coaching programs that drive adoption of ValueSelling while elevating sales rep productivity and performance. Delivered over one full day in-person or over the course of two, 4-hour virtual sessions – your leaders and manager will learn:

- The manager's role in adoption
- Proper integration into the management process
- How to create process implementation plans
- An in-depth guide to the coaching process, including:
 - Reviewing plan letters
 - Assessing opportunities
 - Pre-call, next-call planning with the ValuePrompter®
 - Live/field observation
 - Constructive feedback
 - Coaching with the ValuePrompter

Equip Your Frontline Managers to Coach Effectively, Drive Adoption and Realize Sustainable Revenue Results

We provide the tailored training and content your team needs to hit the ground running.

To learn more, contact info@valueselling.com today.



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Keep it simple. Drive results.



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