

Maximizing Performance with Sales Coaching

**Presented by
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January 16, 2020



Thank you for joining us today.
We will be getting started shortly.
In the meantime, please share the location that
you're joining us from. Submit your answer in
the Chat window.

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Agenda

- Introduction
- About the survey
- Review of 7 best practices
- Summary & Conclusion
- Q&A



Introduction

- Surveyed 330 individuals with decision-making authority for sales training
- Questions explored the role of coaching in their organizations
- High-growth companies stated revenue growth as “all-time high” or “better” than the previous year



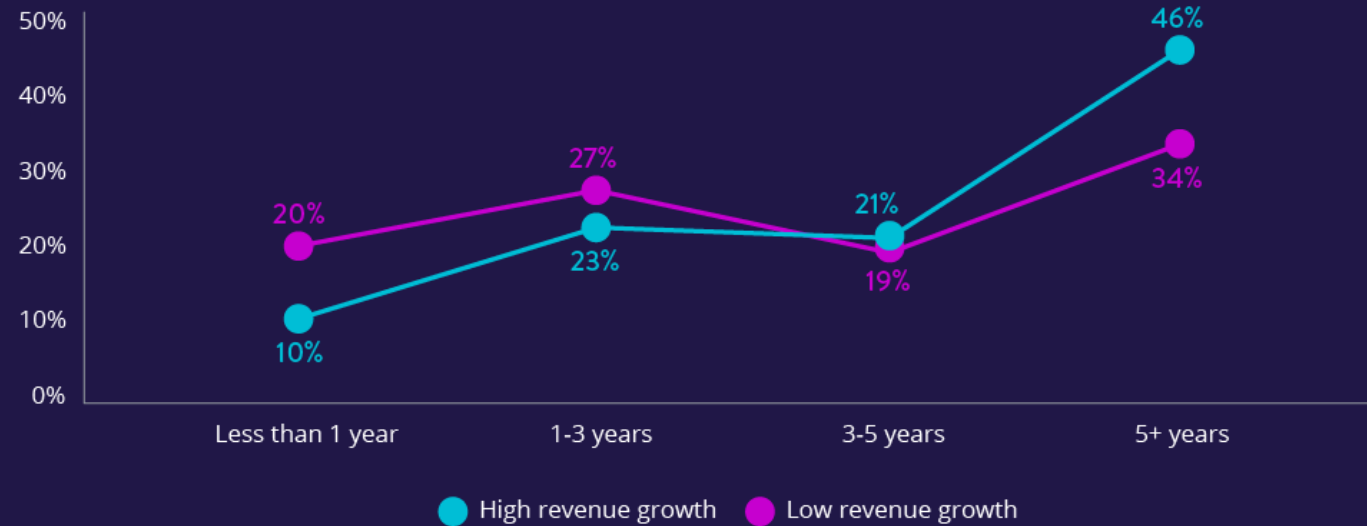


Treat Coaching as a Long-term Investment

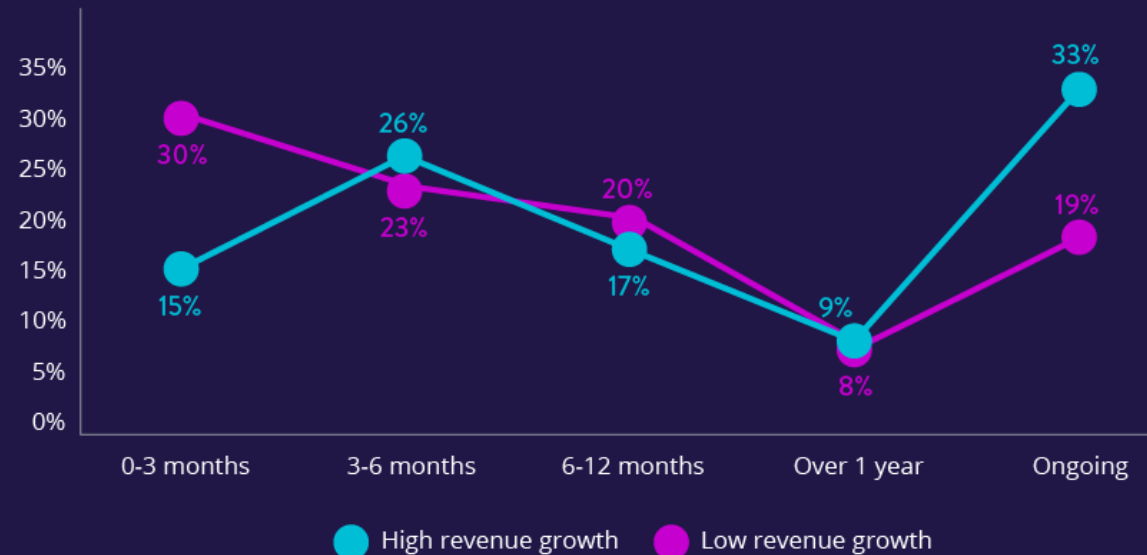
Best Practice

1

Age of Sales Coaching Programs and Revenue Growth



Duration of Coaching Programs



1/3

of high-performing companies have ongoing sales coaching programs.



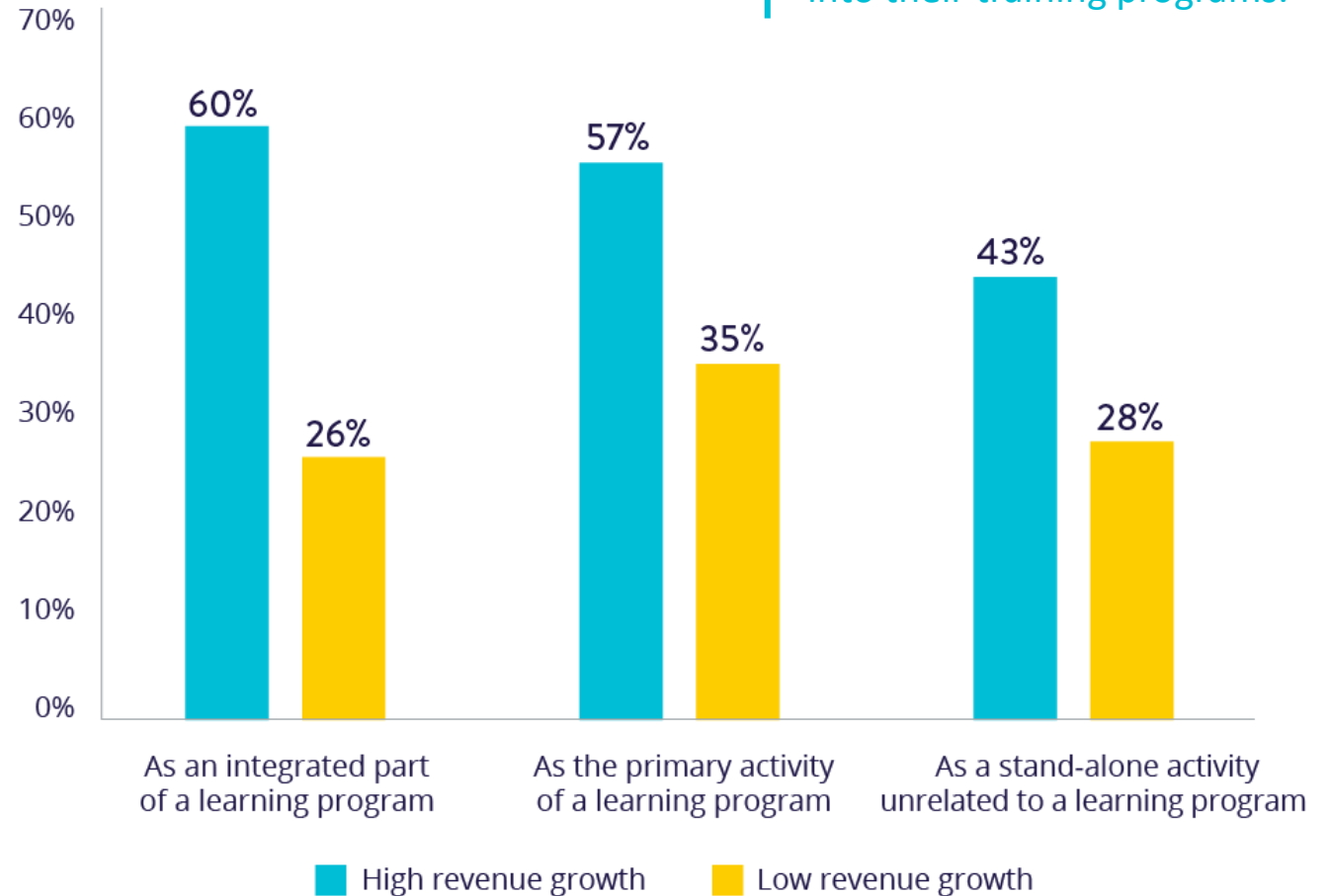
Take an Integrated Approach

Best Practice

2

The Role of Coaching Within the Sales Training Framework

The majority of successful sales organizations integrate coaching into their training programs.



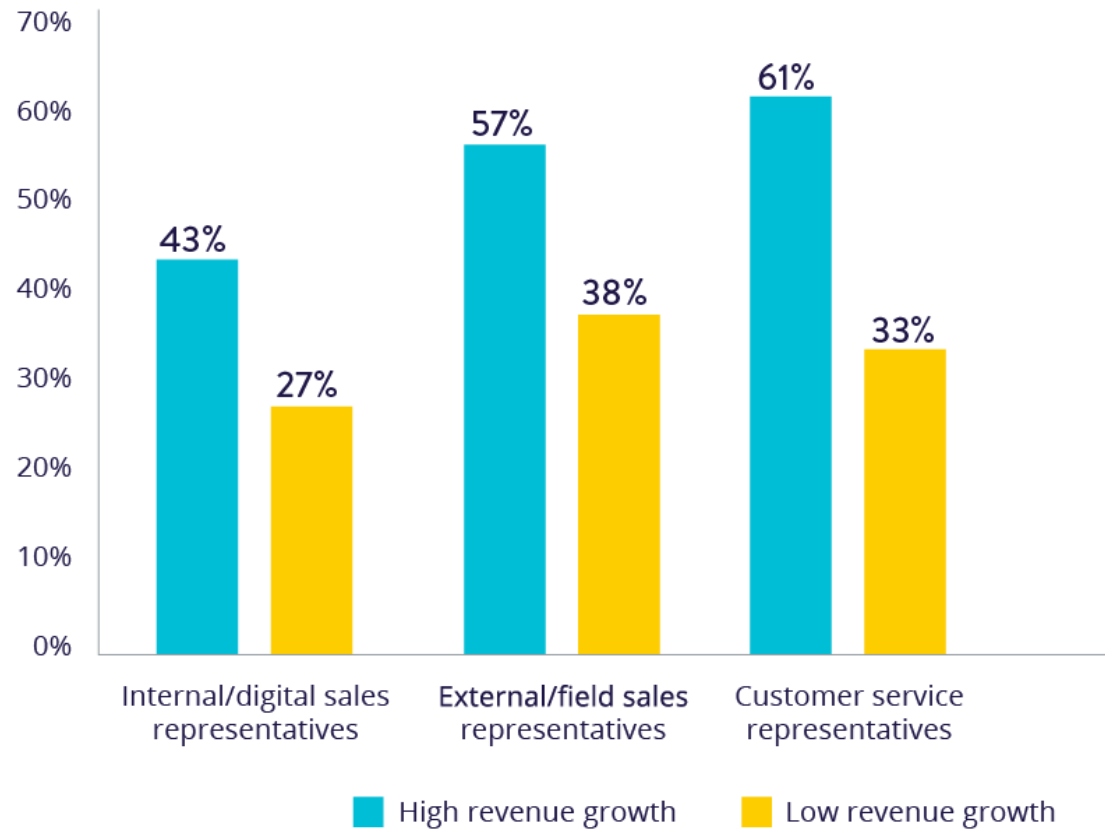


Serve the Entire Sales Organization

Best Practice

3

Sales Roles That Receive Coaching



OVER
1/2

Of high growth companies provide coaching to external/field sales reps, customer service reps and business development personnel.



Support a Variety of Skills

Best Practice

4

1.
Listening &
Communication Skills



2.
Product &
Service Knowledge



3.
Presentation
Skills



4.
Sales
Process



5.
Engaging
Prospects



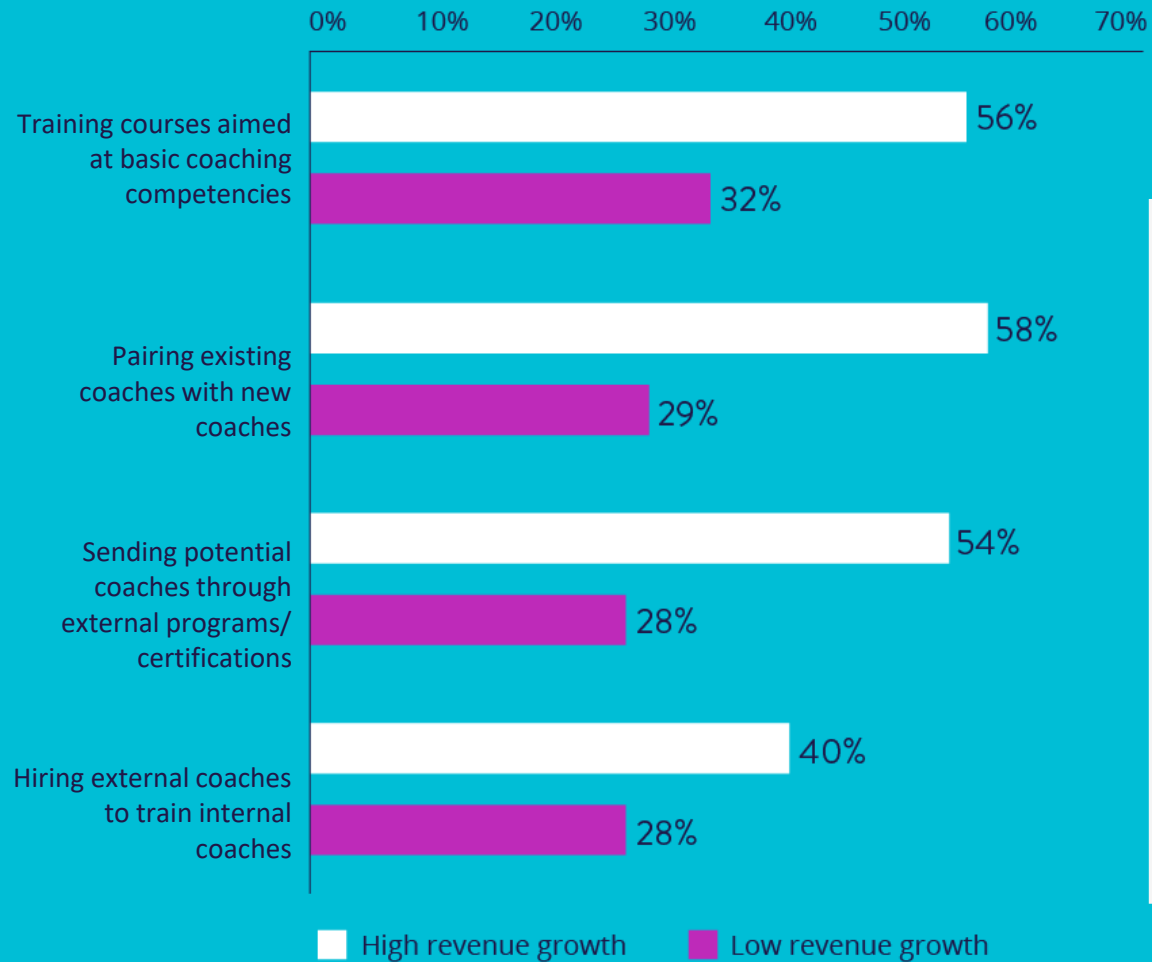


Grow a Cadre of Internal Coaches

Best Practice

5

Methods for Training Internal Sales Coaches



58%

Pair new coaches with experienced coaches.

56%

Provide training on basic coaching competencies.

54%

Send potential coaches to participate in external courses or certification programs.

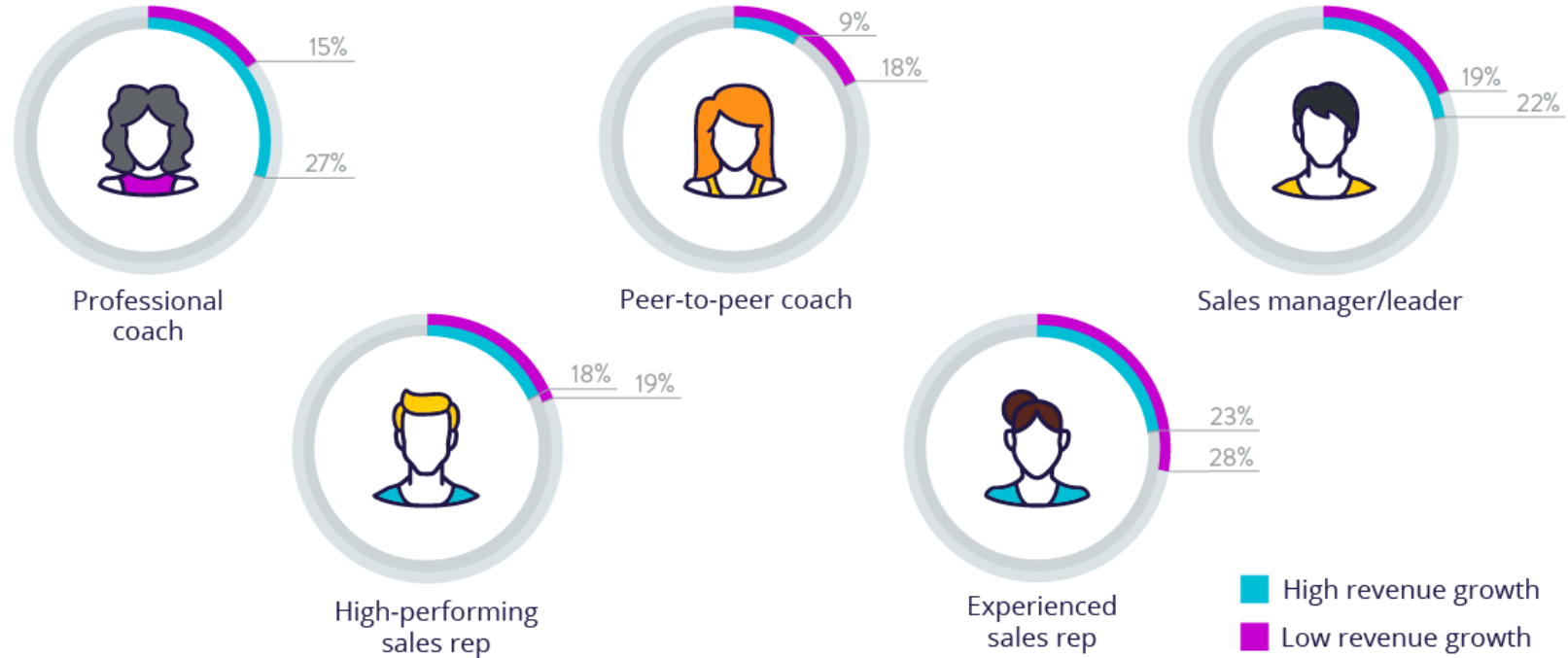


Source Coaches to Leverage Outside Expertise

Best Practice

6

Individuals Playing the Role of a Sales Coach



Many individuals can play the role of a sales coach, including sales managers, professional coaches, high-performing or experienced sales reps, and peer coaches.



Source Coaches to Leverage Outside Expertise

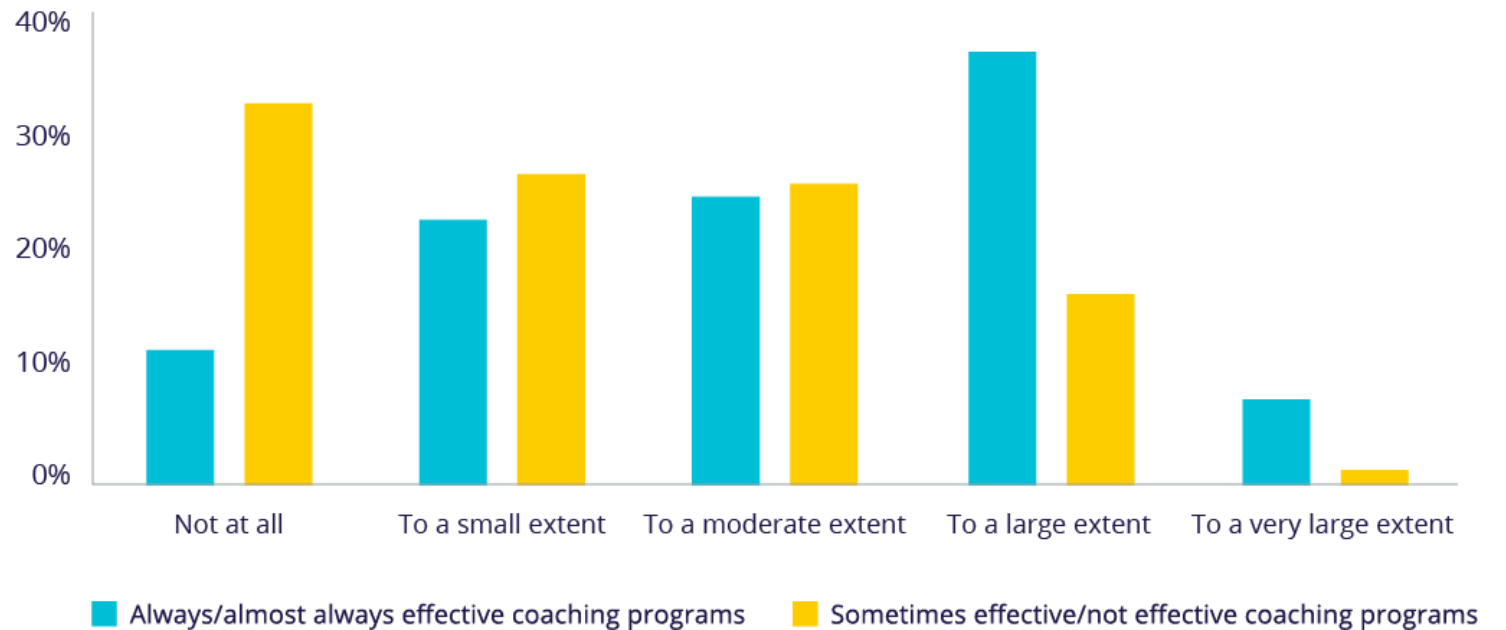
Best Practice

6

ALMOST
1/2

of the companies that report having effective sales coaching programs rely on outside coaches.

Extent of the Use of External Sales Coaches

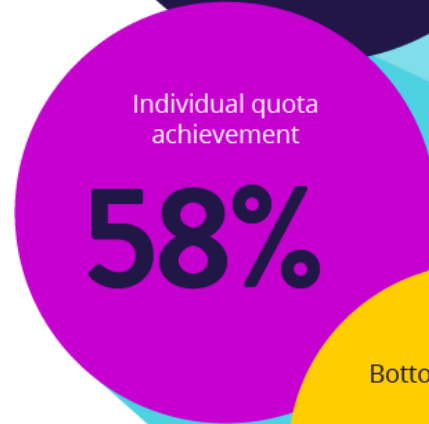




Measure, Measure & Measure Again

Best Practice

7



Summary & Conclusion



Treat coaching as a long-term investment.



Take an integrated approach.



Serve the entire sales organization.



Support a variety of skills.



Grow a cadre of internal coaches.



Source coaches to leverage outside expertise.



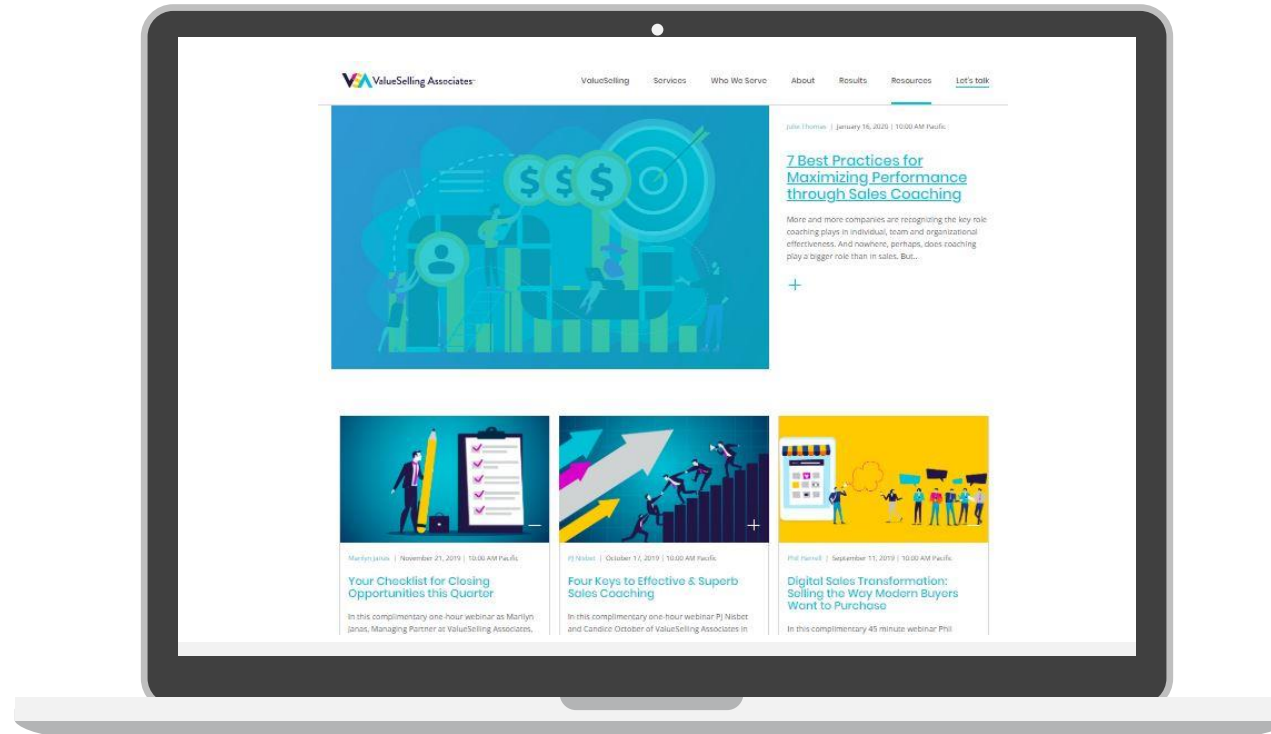
Measure, measure and measure again.

Questions?



At the end of today's webinar

Go to **valueselling.com > resources > webinars**
to download today's slides



Save the date!

Creating a Cadence for Top-of-Funnel Growth
March 19, 2020 | 10:00 AM Pacific





Keep it simple. Drive results.

Thank you!

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