

High Touch Coaching in a High-Tech World

Technology has forever changed the landscape for transacting across all businesses. While there are some who are comfortable buying complex products and services online, most feel the need to talk, meet and trust a salesperson who is knowledgeable and caring. We call ideal candidates for this role “farmers”. Those who take the time to sow the seeds and care for the plant until it is ready for harvest will lay the groundwork for building a trusting relationship, enabling them to reap years of future sales and referrals to ultimately grow their business.

Does this describe your salespeople? Most sales leaders were promoted into their position and may not have the coaching skills necessary to hire and develop their people. In fact, typically less than 5% of leadership teams assessed have the skills to be effective coaches. This workshop will provide a framework to help sales managers deliver high touch coaching to grow relationships and revenue in this high-tech world.

3 Key Points to be Covered:

1. The right way to establish goals - less than 7% of sales leaders understand the personal goals of their people and how this affects their performance
2. How to provide feedback in a way that helps RMs self-discover and identify their own choke points
3. How to excel at ‘Shadow of the Leader’ in demonstrating, practicing and establishing action plans for follow-up

3 Takeaways for Attendees:

1. A fresh new approach to analyzing sales activity data to uncover the real story behind the numbers
2. An understanding of the top 10 weaknesses of sales coaches and how to address them
3. The 5 Keys to Coaching Toolkit provides participants with a process they can implement and execute right away

Want more information?

Call us at (877) 635-5371, ask for Jeni or email: jeni@anthonycoletraining.com

