

# Sales Skill Reinforcement - Applied Coaching

## Manager Development Curriculum

What gets coached gets done. The amount of time it takes to become proficient in applying new behaviours can be shortened significantly when reinforcement and feedback is provided real time. This applies to both individuals and teams alike. Building on the previously attended The Heart of Coaching Workshop, this session practically applies the Transformational Coaching Roadmap™, and the accompanying Results Cycle™, as the basis for improving sales performance quickly. Having helpful, genuine, and behaviour-based conversations are the key.

*This 1-day workshop enables your managers to apply performance enhancing coaching skills specifically to sales. Managers learn how to translate real-time goals and measures into real-time results.*

### This Powerfully Effective Session Will Enable Your Staff to:

1. Provide quality applicable feedback to lift the performance of their direct reports
2. Use a simple 4 step coaching conversation model
3. Incorporate an extremely simple Manager Effectiveness measure to monitor their success
4. Conduct effective team meetings to reinforce sales and service skills
5. Use real-time goals and measures as a bases for having quality conversations
6. Overcome their specific challenges to having coaching dialogue sessions
7. Improve sales results to meet their budgets

### *What gets coached gets done!*

#### Modules Include:

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| 1. Understanding Why People Don't Perform                | 6. Utilizing the Transformational Coaching Roadmap™. |
| 2. Defining coaching                                     | 7. Planning Powerful Conversations                   |
| 3. Real World Coaching Challenges                        | 8. Running Team Meetings                             |
| 4. Translating metrics into the right behaviors.         | 9. The Value of Daily Huddles                        |
| 5. Utilizing <i>The Heart of Coaching</i> Results Cycle™ | 10. Working with Your Employees                      |