

## Coaching for Improved Sales Performance

**Duration: 2-Days**

Successful sales managers apply coaching skills and techniques during their everyday interactions with their direct reports and in scheduled coaching sessions. To further your coaching skills, you'll learn to apply the recommended coaching approach to the designated performance issue and create a measurable action plan.

After completing this program, you will be able to:

- Prepare for a coaching session
- Conduct formal and informal coaching sessions:
  - Open coaching sessions that will put the employee at ease
  - Ask questions designed to uncover facts and feelings in an effort to clarify performance issues
  - Demonstrate your understanding of issues through active listening
  - Give feedback that is descriptive, specific, directed toward a controllable behavior and balanced (positive and corrective)
  - Handle adverse reactions and overcome obstacles
  - Agree on a solution and create measurable action plan
  - Apply coaching applications and strategies to company specific sales coaching situations

This cohort program is for intended for sales professionals and sales managers within the same organization or business unit.

### Delivery Method:

**Pre-work:** Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

**RBI Lab Experience:** Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

**Measurement:** Program effectiveness is measured at 21, 60 and 90 day intervals.