

Effective coaching of salespeople



CV-66 2 Days (14 Hours)

Description

In the search for commercial performance, investing in people is essential. This sales coaching training allows you to acquire the method and associated behaviors essential to becoming the first skills developer in your team. Particular attention is paid to the questioning technique in the context of sales coaching. To develop and sustain results, build the foundations of lasting motivation, retain the best, become a real coach!

Who is this training for ?

For whom

Sales team manager, sales leader, sales director, sales director, inspector, sales facilitator or agency manager. Network facilitator already trained in management methods, with or without a hierarchical link with salespeople.

Prerequisites

None.

Training objectives

- Understand the basic principles of coaching
- Identify the individual and collective progress to be obtained
- Debrief a sales interview, results
- Select and implement the most effective coaching action
- Engage and give the desire to progress
- Support and maintain progress through sales coaching

Training program

Diagnostiquer la performance de chaque membre de son équipe

- Build your qualitative measurement tools: the skills grid.
- Highlight the factual results.
- Detect the key success factors and dysfunctions.
- Identify the key skills associated with performance.
- Make field support a real tool for measuring skills.

Construire la relation de coaching avec son vendeur

- Seek to understand by practicing useful and productive questioning.
- Listen and analyze the real sources of discrepancy: skill or motivation? get rid of the dragons that disrupt listening.
- Adapt your coaching to the seller's degree of autonomy.

Mettre en œuvre un plan de progrès

- Progress Plan Negotiate a Progress Plan with your seller: agree on objectives, remain flexible on means.
- Select the appropriate sales coaching actions: set up a pair, a training action: checklist and advice; use the power of collective emulation to train your salespeople to lead a role play: the sequential method.

Accompagner son vendeur sur le parcours de l'autonomie

- Organize monitoring: milestones.
- Support in the field to measure the progress made.
- Provide effective feedback: 'get feedback ' rather than 'say'.
- When faced with a salesperson who is not making progress: mistakes to avoid, key answers.
- Encourage to motivate sustainably: from a positive 'stroke' to the interview congratulations.