

Program outline, Performance Coaching, Coaching Skills for Managers

Overview:

This Program gives participants the skills and strategies to effectively coach sales people to reach their maximum potential. It focuses on the coaching conversations that occur between sales leaders and their team members. Performance Coaching equips the coach with skills, techniques and tools to drive sales performance, team work and team relations.

Challenges Addressed:

We address the challenge of preparing for, conducting and following-up effective coaching conversations. How do we approach difficult (different) or sensitive people. Encourage top performers and deliver tough messages when necessary.

Goals – Business Benefits:

- To support subordinates and peers in implementing training contents and individual behavioural change
- To identify and evaluate the main drivers of sales success
- To provide concrete development steps for more impact in the market to team members
- To understand the fundamentals of the sales coaching role
- To know how to integrate coaching in the “way you lead”
- To identify when to coach and when not
- To learn how to build a coaching culture within your teams that drives performance
- To be able to set up individual coaching plans

Format:

2 live training days “theory and practice”

6-8 weeks transfer into practice – train the new skills – one Coaching Call with the facilitator per participant

2 live training days “best practice review & master class”

4-6 weeks later - one Coaching Call with the facilitator per participant

**Manager as Coach (MaC) for First Line Managers
BY 2016**

Live Session I

- Leadership Styles
- Order vs Delegation
 - Coaching, as a sales leadership skill
- Coaching models and frameworks
 - Meta Model of Communication
 - Impact of behaviour and learning styles
- Evaluate basic components of sales success
- Conducting behavioural change
 - Handling tough individuals

Practice & Transfer Call

Live Session II

- The coaching process
- Preparations for a coaching conversation
- Essential coaching skills
- Trainer & Peer feedback
 - Lessons learned
- Questions for Coaches
- Leading with questions
 - Difficult situations
 - Action planning
- How to maintain coaching initiatives
 - Integration into performance management

Practice & Transfer Call

Session I
September 2016
19th & 20th

Sept.-Nov. 2016

Session II
Nov. 2016

Dec. 2016 – Jan. 2017