

Top 5 Sales Coaching Tips

Coaching can have a transformative impact on your sales team. A regular coaching program helps sales reps unlock their full potential, and learning from an experienced mentor is the best way to build on their existing skills.

1 Customize your approach

There's no 'one size fits all' in coaching. You need to adapt your program to each rep's specific needs, strengths, and weaknesses.

Personalized coaching programs have a big impact, regardless of the seller's years of working experience.



2 Prioritize your team's health

As a leader, you must consider your team's well-being, including their mental health. Working remotely and virtual selling are flexible but can also be more isolating.

Since this can contribute to added mental and emotional strain it's important to check in on your team: "How are you feeling about your workload?" is a great question to ask to open up communication and build trust.



3 Leave room for self-evaluation

Instead of simply telling reps what to do, prompt them to observe and self-assess their work.

Ask questions like "What were your greatest challenges last quarter?" or "What did your wins (and losses) teach you?" to guide them.

Self-awareness typically contributes to more confidence in performing their job.



4 Help reps create an action plan

Reps should formulate their own action plans to make their goals concrete and attainable.

A good action plan contains all the necessary steps for sellers to achieve outcomes within a well-defined timeframe.

Set an objective and break down the individual actions needed to get there.

Record the action plans in your CRM to increase accountability.



5 Stay focused

Instead of attempting to achieve multiple goals, focus on improving one thing at a time.

Maintaining a narrow focus leads to more accuracy and measurable gains and helps consolidate the achievements into standard practice.

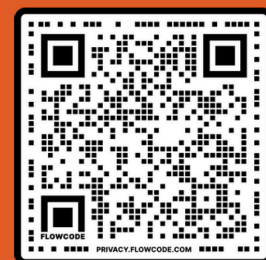


Improve the effectiveness of sales coaching

The most effective way to enhance your coaching program and its results is by incorporating technology that works rather than overwhelms.

The Enablement Group (TEG) can help you prepare, coach, and train your sales force to use your content more effectively as they engage with both customers and prospects.

Join TEG's Readiness Community: SOR Academy



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