

HIGH IMPACT SALES COACHING™

CURRICULUM OVERVIEW

High Impact Sales Coaching equips sales managers with the skills, knowledge, and tools they need to become more effective coaches for their sales teams.

High Impact Sales Coaching is a highly interactive workshop that incorporates scenario-based learning, exercises, and role plays.

Program Benefits:

- Develop the full potential of your sales team with proven sales coaching techniques
- Decide when and when not to coach
- Develop a coaching mindset
- Overcome resistance to coaching
- Allocate coaching time based on ROI
- Assess when to rescue your reps

Best for:

- Experienced Sales Managers
- Newly Promoted Sales Managers

Workshop Length:

- 1-day onsite or three 2-hour VILT sessions

Delivery Options



Instructor-Led Training



Virtual Instructor-Led Training



Digital Blended Learning

Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants. SRG can customize High-Impact Sales Coaching to any experience level.



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Sales Coaching Curriculum

Role of a sales coach

- Managing vs coaching
- Create leverage through coaching
- Understand different types of sales coaching

When to coach

- Assess your team with the Sales Skill Profile
- When to use coaching and when not to coach
- Other management actions to develop your team

Developing a coaching mindset

- Create a coaching culture
- Leverage the power of self-discovery
- How to ask coaching questions that lead to self-discovery

Assessing, analysing, and discussing performance

- Assess and analyze performance gaps
- Discuss performance with your team
- Manage disagreements

Sales Coaching Model

- Plan productive coaching visits
- Set coaching expectations
- When to rescue sales reps
- Conduct productive coaching sessions
- Overcome resistance to coaching
- Allocate coaching time based on ROI

Program Materials

- Participant Workbook
- Coaching Activity Profile (Self-Assessment)
- Selling Skills Profile
- Development Matrix



WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations

ARJO

Microsoft

TIMKEN

ABM[®]
Building Value

FIS

AIG

Alcon

infor

“

It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,
Global Tech Client

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They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,
Director of Sales Development, ABM

A complete sales training system

Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

Our comprehensive approach includes:



Consultation

Committed to understanding your business goals first.



Customization

So the training is highly relevant for real-work challenges.



Reinforcement

Ongoing reinforcement to make new habits stick.



Experiential Training

Because participants learn best by doing.



Measurement

Assess the impact of the training program.

When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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