

ANDREW DENNY

SALES TRAINING • COACHING • CONSULTING
UNLEASHING YOUR COMPANY'S SALES POTENTIAL

SALES COACHING EXAMPLE OPTIONS

70% of learning comes from experience and 20% from social learning. It is therefore recommended that formal training is backed up with a blend of coaching interventions to help embed the learning. Here are some examples of what Andrew Denny Consulting provides:

ON-THE-JOB COACHING

On-the-job sales coaching helps to build understanding, unlock potential and build confidence. It helps to set performance objectives and measures based around development needs and business goals. The aim of on-the-job sales coaching is to build upon new or existing sales knowledge, skills and confidence within the sales team to successfully sell your products/services using the consultative selling approach.

On-the-job coaching will encourage team members to answer the following questions and address any areas for improvement whilst fresh in the mind and in real time:

- Do I fully understand the company's portfolio of products and services and how they really benefit the customer?
- Do I fully understand how our product/service compares to the offerings of our competitors?
- Am I the kind of person that our customers really want to pick up the phone to?
- Am I a 'talking brochure' or do I really talk benefits and value to our customers?
- Am I 100% productive in terms of calls and leads?
- Do I ask 'bus stop' questions (the ones I might ask someone at the bus stop who I don't know and won't see again) or high quality questions?
- Do I give up at the first "No"?

On-the-job coaching will build upon and add to existing tools and techniques that will enable team members to explore these questions and put together a sales structure that will help increase sales ratio.

GROUP SALES COACHING

Group coaching is a great way to effectively review progress, learn from others and establish action plans for the future. These sessions also provide an ideal opportunity to focus the team and celebrate successes.

INDIVIDUAL OFF-JOB COACHING SESSIONS (FACE-TO-FACE, SKYPE OR TELEPHONE)

These usually take place if the salesperson is under performing to help identify development needs or improve confidence levels.

During individual off-job coaching sessions the salesperson revisits the structure of the sales call and identifies effective tools that can be applied to each stage that will give them the best possible chance of selling first time.