

High-Impact Sales Coaching and Training for Sales Leaders

This course offers sales coaching and training techniques to enhance sales team performance and achieve sales goals, empowering sales leaders to create a supportive sales culture, build high-performing teams, and achieve consistent results.

AUDIENCE

This course is designed for sales leaders who want to learn how to coach and train their teams more effectively.

VALUE

- Build strong coaching relationships with their sales team members
- Identify and address performance challenges
- Develop and deliver effective sales training programs
- Create a coaching culture within their sales organization

OBJECTIVES

- Enable sales leaders to develop and deliver effective coaching and training to their sales teams.
- Help sales leaders build strong coaching relationships with their sales team members.
- Teach sales leaders how to develop and deliver effective sales training programs.
- Develop essential coaching skills.
- Set SMART goals and develop personalized development plans.
- Help sales leaders create a coaching culture within their sales organizations.

CONTACT

info@horae-group.com

+961 76 865 759
+20 128 8898308

CONTENT

Introduction to Sales Coaching

- What is sales coaching?
- Benefits of sales coaching
- The sales coaching process
- Explore the different coaching models and frameworks that can be used to coach sales reps

Building Relationships with your Team

- The importance of relationships in sales coaching
- Explore the different ways to build trust and rapport with your sales reps.
- How to create a positive and supportive coaching environment

Coaching Essentials

- Skills Needed for a Successful Coach
- How to Build Your Coaching Skills
- GROW Model for Individuals
- Coaching for The Team
- The Art of Persuasion
- Setting SMART goals and developing action plans

Providing Feedback and Coaching

- How to give effective feedback
- How to have productive coaching conversations
- How to help your sales reps learn from their mistakes

Sales Training

- What is sales training
- Benefits of sales training
- Different types of sales training
- How to develop and deliver effective sales training programs
- How to measure the effectiveness of sales training

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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