



FourThirds

# Win - Grow - Transform

## Coaching Skills for Sales Leaders



### Who this programme is for

### Course overview

When did you last stop to ask yourself whether you are getting the best out of yourself, your peers and your sales force? You work in a high-speed, high-pressure, target-driven culture where taking the time to reflect and ask the really **useful** questions is a luxury – even a fantasy.

### Benefits to your organisation and Individuals

Coaching well requires a high level of self-awareness. Self-awareness helps to build Emotional Intelligence which is often seen as an individual differentiator to achieving success. Once you have the coaching skills, they can have an impact on all your relationships – with yourself and others, in work and beyond – in ways that may surprise you. You will develop techniques for great communication – verbal and non-verbal – that you can use immediately and with confidence in the most challenging situations.

Your organisation will benefit from enhanced sales leadership development and the ability to deal with a greater variety of business challenges. You will develop a sharper skill set, acquiring an effective toolset to build rapport, add value to relationships both internally and externally, and handle a wider variety of business situations. You will also begin to create a company ethos based on shared values and beliefs.

### Course Content

- Be a sales leader, not a manager
- Give yourself the leading edge using coaching skills and techniques
- Understand coaching models that you can use immediately
- Recognise when to use a coaching approach
- Practise hands-on coaching techniques for specific situations
- 'Tune in' to the power of language, relationships, values and beliefs
- Have the important but difficult conversations that you dread having
- Facilitate motivation in yourself and others by spotting the real drivers
- Create great rapport-building capability
- Identify and tackle areas of conflict in a constructive way
- Get greater commitment and 'buy-in' from others
- Ask effective questions to get effective answers
- Recognise and resist behaviours that undermine the coaching process
- Benefit from applying the coaching approach in life beyond the workplace