

Ignite Your Sales Coaching

From our thought leader partner Ignite Selling



Coach what matters most to increase sales

Coaching is an extremely important activity to reinforce any type of sales training or development of new behaviors. We offer 3 sales coaching programs that cover the major situations where your sales managers should be coaching your sales reps. These are:

1. Sales Pipeline Coaching

This ½-day coaching workshop helps sales managers have effective conversations with reps about the pipeline size and quality, with a focus on getting opportunities unstuck or out. This helps improve forecast accuracy and time management to achieve expected results.

2. Sales Opportunity Coaching

This ½ day workshop helps sales managers work with reps on strategies to win an individual opportunity. Managers learn a questioning model to challenge their reps' assumptions, and to develop alternative strategies to win. This program uses the snapshot tools from *Ignite Your Sales Strategy*.

3. Sales Conversation Coaching

This ½-day workshop helps sales managers who accompany reps on sales calls to provide constructive feedback that reinforces skills and best practices. It teaches managers how to help reps prepare for a call, the role they play in a joint call, observe techniques and debriefing skills.



Ignite Your Sales Strategy

From our thought leader partner **Ignite Selling**

Coaching the Coaches

The Ignite Selling *Coach the Coaches* solution, delivered in collaboration with United Sales Resources, addresses 3 important questions every sales leader should ask when considering a sales management development plan:

1. **What are we doing to create insight/value for our salespeople?** What issues or opportunities are we helping them to discover in our coaching sessions?
2. **How are we doing it?** How do we plan? What kinds of questions do we ask? What specific skills do our sales managers need to develop in order to become great coaches?
3. **How do we measure success?** What specific commitments do we want our salespeople to make based on our coaching?

The Ignite Selling *Coach the Coaches* solution integrates some of the most important aspects of sales coaching — planning and asking questions with strategic intent, listening, seeking and obtaining commitment, and advancing opportunities - into one practical and digestible process. We use your team's sales opportunities as the context for our work together, and we help you win while your sales reps and your managers learn.

1. Sales manager selects sales rep to coach
2. Online e-tools are completed by the sales rep
3. Sales manager and Ignite coach meet 1:1 to discuss sales coaching plan
4. Sales manager coaches the sales rep with Ignite coaching listening
5. Sales manager and Ignite coach debrief and build action plan to improve coaching performance

For additional information, visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at [apg1.us/free](https://www.apg1.us/free).

