

# Coaching the Counselor Salesperson



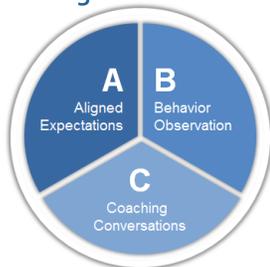
The sales function is a key source of competitive advantage for organizations—there’s no place where competition is more intense. Having a highly effective salesforce and a consistent developmental approach to sales management are absolute necessities. The ability of sales managers to develop their salespeople has a significant impact on sales team success and revenue results. Consequently, the development of sales managers is a critical success factor for enhanced sales productivity.

*Coaching the Counselor Salesperson* (CCSP) provides sales managers with the skills they need to ensure the ongoing success and development of the salesperson. This capability:

- Provides an understanding of Wilson Learning’s *The Counselor Salesperson* (CSP) concepts and principles
- Offers managers a coaching process—The ABCs of Coaching—that includes a feedback framework for developing a team of top-performing salespeople
- Provides managers with practice and experience coaching to real-life sales situations

Used in conjunction with *The Counselor Salesperson*, CCSP creates a high performance sales system.

## The ABCs of Coaching



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## Program Outcomes

CCSP helps sales leaders understand the importance of and their role in coaching—specifically, coaching to CSP skills. They see how they can impact performance through their efforts. CCSP provides the skills and tools

they need to coach their salespeople, which will improve and stretch the performance of their entire sales team.

## Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, CCSP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares sales managers for the overall learning experience:

- Pre-workshop webcast

**Learning Transfer** design embeds practice and application of new skills. The learning can be flexibly delivered as a:

- Two- or one-day face-to-face, application-oriented workshop
- Blended solution (with CSP e-learning content followed by the face-to-face coaching session)
- Configured solution based on your needs

This program has nine integrated learning modules, as shown on the following page. CCSP can be taught by a Wilson Learning facilitator or by an organization’s own leader-trained in-house professional.

**Organizational Alignment** ensures the organization supports the use of the new skills:

- *The Counselor Salesperson: Coaching Playbook* provides turnkey actions to help managers coach to CSP skills.

**Modules: Key Learnings Are . . .**

**Your Sales Managers Will Be Able To . . .**

**The Challenge of Coaching**

How to understand the importance of coaching and the manager’s role as coach

Connect the value of coaching to their role as sales manager and coach

**The ABCs of Coaching**

How to be ready to conduct coaching conversations with salespeople

Build sales performance through a consistently applied set of coaching tools and skills

**Coaching for Effective Relating**

How to build trust, establish credibility, and express empathy for customers’ concerns and expectations

Coach salespeople to quickly establish trust with any person in the buying process

**Relating Coaching Practice**

How to practice having a coaching conversation on Relating skills

Coach salespeople in real-life Relating situations

**Coaching for Effective Discovering**

How to understand the buyer’s needs by asking appropriate fact and feeling finding questions; how to get the buyer’s agreement on the true nature of the problem

Coach salespeople to gain in-depth agreement with the buyer about the real nature and scope of the problem to be solved

**Discovering Coaching Practice**

How to practice having a coaching conversation on Discovery skills

Coach salespeople in real-life Discovering situations

**Coaching for Effective Advocating**

How to develop and present solutions that clearly address and solve the customer’s business problems; how to bring out concerns, resolve objections, and agree on next steps

Coach salespeople to convince buyers that a particular offer is a valuable solution to their business problem

**Advocating Coaching Practice**

How to practice having a coaching conversation on Advocating skills

Coach salespeople in real-life Advocating situations

**Coaching for Effective Supporting**

How to ensure ongoing customer satisfaction after the sale

Coach salespeople to assure high customer satisfaction and an enhanced relationship

**Continued**

- *Coaching the Counselor Salesperson* (CCSP) utilizes the post-learning reinforcement resources available to salespeople after attending CSP.

As a result, CSP becomes part of your organization’s selling practices, which benefits customers and increases productivity.

**Enabling Improved Performance**

The CCSP program features various application and support tools. These additional learning components—tools for communicating expectations, observing behaviors, coaching guides, etc.—ensure that sales managers can hone newly acquired coaching skills and behaviors upon returning to work.

**Evaluation**

Organizations that implement the CCSP program also have access to measurement and impact evaluation tools.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.**