



PERFORMANCE • FULFILLMENT • RESULTS

LEADING FOR PERFORMANCE: COACHING FOR SALES PERFORMANCE

High-performing organizations frequently view coaching in the context of fostering performance and fulfillment rather than focusing on increasing output. Their salespeople are more engaged in their work, motivated to reach performance goals, and driven to succeed.

Leading for Performance: Coaching for Sales Performance (LFP-CFSP) offers sales managers coaching skills and techniques to create the conditions under which salespeople can succeed.



PROGRAM OUTCOMES

Leading for Performance: Coaching for Sales Performance (LFP-CFSP) enables sales managers to gain a competitive advantage using an effective, structured coaching approach that taps their salespeople’s potential and leads to improved performance and fulfillment. Sales managers can alter their coaching focus from managing output to managing successful performance.

APPROACH

Leading for Performance: Coaching for Sales Performance (LFP-CFSP) is a one-day instructor-led module that can be facilitated by Wilson Learning or by a leader-trained in-house professional. This enables:

- Face-to-face interaction among the participants and facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action

Key Learnings Are ...	Your Leaders Will ...
Clarify Expectations	Be able to properly explain the productivity goals and what behaviors are required to produce the desired results
Observe Selling Behaviors and Results	Be able to intervene when necessary by observing behavior and/or data/reports
Ask Salespeople for their Perspective	Be able to encourage sharing and listening to perspectives
Create an Action Plan	Be able to make a provocative agreement between parties
Help with Support	Be able to create optimal conditions to succeed

ENABLING IMPROVED PERFORMANCE

Leading for Performance: Coaching for Sales Performance (LFP-CFSP) features a *Coaching for Sales Performance* Planner and Job Aid Card so participants can fine-tune and apply new skills and behaviors on the job.

Participants who also complete *Setting Goals for Success* and *Reviewing Performance* will have the skills and knowledge to implement a more complete performance management process.

MEASUREMENT AND EVALUATION

Organizations that implement *Leading for Performance: Coaching for Sales Performance* (LFP-CFSP) have access to a broad range of tools to measure initial behavioral changes and business results. For LFP-CFSP, one approach may be a web-based survey of participants’ direct reports to identify the degree of change and the differences this change makes. More involved and thorough research options are also available.