

Coaching and Developing Your Sales Team



# Sales Pro

Professional Sales Coaching System



Center for  
Organizational  
Energy, Inc.

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**WORLD CLASS SALES & LEADERSHIP TRAINING**

# The Key to Making Sales Training Stick

Sales training is a method of teaching employees how to accurately and effectively offer a product or service to a customer, as well as, follow through and closing sales for an organization. The learning objectives of effective sales training programs are generally to improve the relationship between sales professionals and their clients, as well as to improve the sales performance and close rates of sales professionals.

Organizations engage in sales training programs for many reasons. Despite the best of intentions, many sales training programs often fall short of the mark and fail to deliver the business results that the executive team was originally looking for. This failure is frequently

caused by a lack of clear expectations. What is supposed to happen differently on the day after the training? How will the key skills be reinforced after the sales training? What will the sales managers and or coaches do before, during and after the training to support the program and help ensure adoption of the new skills?

Countless studies have shown, unless there is a well-planned reinforcement program in place, sales professionals will likely forget 80% of the sales training material within 90 days after the training is delivered.

There are many options to consider in a comprehensive reinforcement program, including on-demand reinforcement videos, intermittent testing, periodic role plays, one-on-one coaching and group reinforcement sessions. In our experience, each of these can be an effective part of a reinforcement program, however, the overall initiative will likely not succeed without the direct involvement and engagement from the sales managers and or coaches.

The best way to protect your organization's investment in sales training is through sales coach training. Sales coaching is the most direct way to impact sales team performance. We can help to equip your sales managers and coaches with the skills and strategies they need to make a positive difference and guide their sales professionals to superior sales performance.



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**Sales coaching is the most direct way to impact sales team performance**

***Sales Pro Professional Sales Coaching System*** provides your sales managers and coaches with the framework, communication skills, and planning tools they need to build and maintain a superior sales team—one that generates mutually beneficial, long-term business relationships.

***Sales Pro Professional Sales Coaching System*** addresses common issues that salespeople encounter when using *Sales Pro PSS* in interactions with their clients. Each issue is aligned with a module that can help address it.

***Sales Pro Professional Sales Coaching System Audience:*** Sales managers or others in your organization with sales coaching responsibilities. *Sales Pro Professional Selling System* is a prerequisite.

**Delivery to Sales Managers and Coaches:** Sales Manager/Coach training is delivered by a 60-90 minute monthly webinar.

**Sales Manager and Coach Delivery:** Modules may be delivered in a meeting, telephone call, Skype or webinar. In some cases our coaches are available to deliver the reinforcement training webinars directly to your sales force.

**Contact us for a complete list of modules and monthly investment:  
Call 239-599-8408 or email [Jim@c4oe.com](mailto:Jim@c4oe.com) or [Joanne@c4oe.com](mailto:Joanne@c4oe.com)**



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## Sales Coaching Webinar Topics

### Year #1 Topics

Month #1: Opening the Call

Month #2: Dealing with Indifference

Month #3: Resolving Skepticism, Misunderstanding and Drawback Month #4: Bridging Skills: Listening

Month #5: Bridging Skills: Acknowledging, Confirming and Checking Month #6: Probing Skills: Level 1

Month #7: Probing Skills: Level 2

Month #8: Transitioning

Month #9: Linking Benefits to the Need Behind the Need

Month #10: Closing

Month #11: Selling Strategy: Negotiation

Month #12: Planning a Sales Call



# Sales Pro

**Professional Sales Coaching System**

SALES PRO Professional Sales Coaching System

Protect your organization's investment in Sales Pro PSS with our easy to understand and conduct coaching system to strengthen the selling skills of your team.

COACHING

**Good Managers Manage. GREAT Managers coach.**



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