

Training Course

# SALES COACH

Supporting sales representatives  
and teams in achieving peak perfor-  
mances

An extensive training programme to  
become a sales coach in 5 training  
modules



Today, the term "coaching" is used everywhere in economics. However, under completely different circumstances.

**For us, "coaching" is an effective and very personal type of individual further development.** When coaching, the sales coach aims at increasing the performance and the learning aptitude as well as the personal responsibility of sales representatives and entire teams. It is person-oriented consulting for all questions regarding sales.

In doing so thoughts, feelings and actions - briefly: the personality - of the coachee plays a central role. Because: What matters are not short-term solutions for existing sales problems but rather methods with which the achievements of the individual employee and of the entire team can be sustainably improved.

# SALES

Questions which frequently arise in everyday sales situations and which can be solved with the help of coaching:

- "How can I cope with the daily challenges in dealing with customers more effectively?"
- "How do I deal with the momentary difficult order situation?"
- "How do I organise my everyday life as a sales associate?"
- "What is the most effective method of acquiring new customers?"
- "How do I seal the deal?"
- "In which ways could sales associates cooperate with one another better?"
- "How do you develop a high performance sales team?"

There are different conceptions of how these problems can be best solved depending on the personality of the person or persons concerned, whether an executive or one or more sales associates. It is therefore helpful if the SalesCoach also works out answers and proposed solutions to the problems which are specific to the respective person or as the case may be to the team.

Using our methodology, which among other things is based on the systems theory, you learn to challenge and encourage the employees and the team in an individual manner. Because: When coaching, precise instructions are not given nor are ways of doing things indicated, rather the self-perception and self-reliance of the coachees should be strengthened so that they learn to make their own decisions sensibly.

We strongly believe that people already possess all the resources they need to solve concrete problems. By means of specific questioning techniques and various methodical proposals coaching helps discover these resources and by using them gain new options of action.

The **focus** of our work is on finding your **own solutions**.

Coaching is the most effective accompanying measure in dealing with challenging situations in sales. The Sales Coach, as a professional, initiates the process of problem-solving and supports the employees in developing choices of action.

Therefore, coaching is:

**"helping people learn to help themselves"**

**"Everyone deserves appreciation and respect for their uniqueness."**

This principle forms the basis of our training programme to become an **ifsm-Sales Coach**. During the course of the five training modules you will develop several skills which qualify you as an ifsm-Sales Coach:

# COACH

## **Your personal skills as a Sales Coach**

You are capable of precisely reflecting upon your own actions. You know who you are, where you stand, what you want and what you can do. By means of intensive testing and experiencing of the various coaching methods you are certain of, calm in and clear in your actions. You come across competent and authentic.

## **Your management skills as a Sales Coach**

As a professional Sales Coach you are capable of conducting a coaching process methodically and process-oriented. You are capable of integrating the personality and life situation of your coachee into the problem-solving process. You work with various models in the field of psychology.



## **Your relationship skills as a Sales Coach**

You can develop, shape and maintain a relationship to your coachee which is characterized by appraisal. You are capable of supporting, protecting, encouraging and challenging your coachee and if necessary of confronting him/her with your observations. You quickly recognise possible conflicts and confront these knowingly and self-critically. You can explain your point of view precisely and are capable of compromising.

## **Your field skills as a Sales Coach**

Your field expertise consists of planning, conducting and permanently implementing an "on-the-job training" in a goal-oriented manner. You accompany your coachees to customer calls and support them afterwards by means of a solution oriented after sales coaching meeting.



### Module 1 | "The coach as a personage"

In this module you develop a basic understanding for the topics "communication and sales" and "systemic coaching". Furthermore, you deal with your self-perception and your affect on people.

#### Contents:

- Group dynamics and personality
- Assessment of the current situation: how you perceive yourself and how others perceive you
- Methodical basics for systemic coaching in sales
- Development of an individual systemic sales coaching understanding
- Models of communication in sales and systemic, constructivist perceptions
- My personality and my attitude as a coach
- Recognising the structure of a coaching process
- Identifying reasons for coaching in your area of operations
- Practicing the use of basic tools of systemic coaching

#### Transfer of practical experience

- Goal setting and development of an action plan for one's own business

#### Fireside chats



### Module 2 | "The Sales Coach as a companion"

In this module you become acquainted with methods and techniques with which you can analyse and initiate learning processes in sales coaching. The goal is to develop an individual and professional coaching style.

- Initial arrangements for coaching
- The coaching agreement - setting and pursuing binding goals
- The agreement with the client
- Types of relationships to the coachee: establishing contact and phases of creating a relationship
- "Transference" and "Countertransference"
- Understanding motives, actions and values of your employee and his/her occupational environment
- Exercises which facilitate the coachee's ability of reflection
- Applying analysis models in coaching (using the example: Coaching regarding time and organisation management in everyday sales situations)
- From the problem to the solution: Systemic interventions in the sales coaching process
- From external motivation to intrinsic motivation: Getting employees to achieve peak performances and strengthening self-confidence
- Practical training

#### Transfer of practical experience

- Goal setting and development of an action plan for one's own business
- Finding a personal mentor for transfer beyond the training course

#### Fireside chats

### Module 3 | "The Sales Coach as a process supporter / On-the-job training"

In this module you learn to plan, conduct and permanently and successfully implement an "On-the-job training process" very much in step with actual practice. On-the-job training is simulated by means of a live business game.

- Concluding coaching agreements in the learning group
- Development of an acquisition strategy
- Developing and supporting the career - transfer management already begins before the coaching
- Intensive practical training for the duration of two days:
  - The preliminary meeting before the on-the-job training measure
  - implementation of various on-the-job training measures
- Feedback discussion
- Reflection on the coaching process and feedback for the coach (also with video camera)
- Development of an on-the-job training measure and integration into other personnel development measures
- Successfully applying coaching and on-the-job training in companies
- Systemic coaching interventions in subsequent discussions
- Integration of role play in the subsequent or preliminary discussions

#### Transfer of practical experience

- Goal setting and development of an action plan for one's own business

#### Fireside chats

#### **Module 4 | "The Sales Coach as a team companion"**

The focus of this module is on the sales team which you would like to attend to in your process from the establishment of the team to the point of the high performance sales team.

In this module you learn methods of moderation or rather amiable team confrontation.

- Coaching individuals/Coaching groups - differences and similarities
- The team as a chance to learn: learning to identify team functions, team roles and team conflicts
- From a sales team to a high performance sales team - learning to accompany the steps to success
- Recognising and making use of group dynamics
- Helping create team identity by means of active interventions
- Planning the structure of successful team meetings
- Systemic coaching interventions in the team
- Achieving goal-oriented team coaching in sales using the method of the review meetings

#### **Transfer of practical experience**

- Goal setting and development of an action plan for one's own business

#### **Fireside chats**

We offer you a special highlight for the modules 1 to 4 - our fireside chats. We were able to obtain special guest speakers from the field of economics, science and art who, with an individual focus, will each spend one evening discussing and reflecting on the topic of sales coaching with you.



#### **Module 5 | "The Sales Coach: Dealing with the overall process"**

Based on the 4 preceding modules, we bring together all acquired knowledge here and enhance or rather expand the realisations made. You become acquainted with consulting techniques from the field of strategic coaching consultancy and practice these on your own model. At the same time you reflect on your development process during the training course and specify your personal coaching vision.

#### **Dealing with the overall process**

- Supervision of your own coaching cases
- Presentation of an individual sales management and development concept

#### **Strategic coaching in sales**

- Getting acquainted with and testing the environmental analysis on your own model
- Vision consulting and future management
- From the vision to the strategy, from the strategy to activity skills
- Coaching and feedback in small groups each with one coach

#### **Legal regulations for the tasks of a coach**

#### **Reflection**

- Clarification of open-end questions
- Review of the development process during the training course

#### **Integration**

- Appraisal and integration of acquired knowledge into everyday work life

#### **Rituals in sales:**

- Significance of rituals
- Possibilities of integrating these into the coaching process
- Planning and implementing a graduation ceremony for this training course as a graduation ritual

#### **Graduation ceremony**

## Target group for the training course:

- Sales executives, key account managers, sales managers
- Managers of branch offices and subsidiaries
- Key players in sales: qualified employees in customer support and field work who strive for a career in sales
- Sales controllers
- Human resources managers who would like to help support sales
- Sales trainers
- German Commercial Code 84 commercial agents



## Goals:

- You are acquainted with the elements of a sales coaching process and can apply these in a goal-oriented manner
- You assist sales development measures on a personal level
- You accompany sales representatives to the customer and increase work efficiency by means of direct feedback
- You can develop and assist in "on-the-job training measures"
- You conduct discussions regarding initial arrangements
- You contribute to making field work fun again and therefore, more productive



## Process monitoring

In addition to the training events the participants compile their personal sales coaching concept. This enables an excellent transfer of practical experience as well as a quick and success oriented integration of the contents into their everyday work life. Therefore, a quick ROI of the training course investment is assured.

Work and learning groups which are organised regionally by the participants themselves have a supporting effect during the entire training course. The contents and concepts can be reflected on and critically questioned.

If necessary the participants can draw on individual coaching at a reduced price. The ifsm provides a pool of professional sales coaches.

Possible topics of our guest speakers at the fireside chats:

- My values and ethics in sales coaching
- From the vision to sales strategy - strategic marketing
- Modern sales coaching - where are the trends going?
- Creativity technique in the team - creative ways of developing sales teams

## Team of the ifsm-instructors



Mr. Uwe Reusche



Mr. Klaus Kissel



Mrs. Heike Bruckhuisen

**Requirements:**

- professional education
- at least 3-years of professional experience in sales or in human resources
- Admission to the training course is granted after an individual preliminary meeting with the training managers

**Duration:**

Total time 20 days  
Divided into 5 modules

The training course ends with the certificate  
**„Sales-Coach ifsm“**

**Your investment**

20-day training course,  
incl. seminar materials price see insert

Your investment includes extensive teaching aids for all modules. Costs for accommodation, breakfast, lunch and dinner can additionally accrue. Cancellation is possible in the written form up to four weeks before the training course begins free of charge. After that we charge 50 % of the participation fee. Should the cancellation take place 2 days before the training course begins or later, we charge the total participation fee. As an alternative, you can designate a participant.

**Organisation**

We will gladly make room reservations for you at the nearby Hotel "Villa Sayn" at the *ifsm* special price or can suggest other hotels in the vicinity.

Please call us at: +49-261-9623-641

**Special offer for businesses**

We offer the following price advantage for businesses:

When registering 3 employees:  
5 % on the total price

When registering 6 employees:  
10 % on the total price

For the realisation of in-house training courses we will gladly make you an individual offer

**Limited number of participants**

In order to enable an intensive work environment the number of participants is limited to 16 persons per training course. We therefore recommend early registration.

**Registration**

Possible online at [ifsm-online.com](http://ifsm-online.com)  
or using the enclosed slip via fax

You can obtain more detailed information at:

[www.ifsm-online.com](http://www.ifsm-online.com)



**Contact:**

.... *ifsm*

Institute for Sales Management  
Kissel & Reusche GbR

Klostergut Besselich  
D - 56182 Urbar

Tel. +49 (261) 9 62 36 41  
Fax. +49 (261) 9 62 31 14

email: [info@ifsm-online.com](mailto:info@ifsm-online.com)



[www.ifsm-online.com](http://www.ifsm-online.com)  
[www.ifsm-online.com](http://www.ifsm-online.com)

