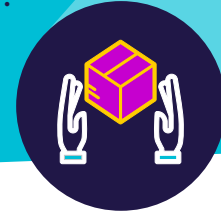


# Maximizing Performance with Sales Coaching

When you expect quick results and move on after a year, your company won't achieve the sales results you're looking for. Mature coaching programs require a process, a consistent sales methodology and time.

These recommendations come from a research study of 330 learning professionals responsible for sales training at their companies. ValueSelling Associates partnered with Training Industry to conduct this research and shed light on the companies whose sales coaching programs are true Hall of Famers.



Process



Methodology



Time



## Best Practice 1

Treat Coaching as a Long-term Investment

**1/3** of high-performing companies have ongoing sales coaching programs.

Making a long-term investment in coaching pays off. Over half of companies with formal coaching programs in place for at least 3 years experience high growth.



## Best Practice 2

Take an Integrated Approach

60% of successful sales organizations integrate coaching into their training programs.



## Best Practice 3

Serve the Entire Sales Organization

**OVER 1/2** of high growth companies provide coaching to external/field sales reps, customer service reps and business development personnel.



## Best Practice 4

Support a Variety of Skills

- Listening & Communication Skills
- Product & Service Knowledge
- Presentation Skills
- Sales Process
- Engaging Prospects



## Best Practice 5

Grow a Cadre of Internal Coaches

- 58%** Pair new coaches with experienced coaches.
- 56%** Provide training on basic coaching competencies.
- 54%** Send potential coaches to participate in external courses or certification programs.



## Best Practice 6

Source Coaches to Leverage Outside Expertise

Many individuals can play the role of a sales coach, including sales managers, professional coaches, high-performing or experienced sales reps, and peer coaches.

**ALMOST 1/2** of the companies that report having effective sales coaching programs rely on outside coaches.



## Best Practice 7

Measure, Measure & Measure Again

Individual productivity  
**63%**

Customer satisfaction  
**59%**

Individual quota achievement  
**58%**

Employee satisfaction  
**51%**

Bottom-line growth  
**55%**

## Summary & Conclusion

More and more organizations are recognizing the key role coaching plays in individual, team and organizational effectiveness. Nowhere, perhaps, does coaching play a bigger role than in sales. But it's critical to know how to do it right. By following these seven best practices, you can create — and sustain — a sales coaching program that helps each sales professional improve his or her skills and close more deals.

