



## DIMENSIONAL<sup>®</sup> SALES COACHING

Provides sales managers with a proven system to increase the selling proficiency of every person on the salesforce — from beginners to proven professionals.

Copyright © Psychological Associates<sup>®</sup> 2011

### NUTSHELL

Participants in SALES COACHING workshops improve their coaching skills through a structured system that enables them to:

- Coach any skill, learned in any kind of sales training
- Create development plans tailored to each salesperson
- Change salespeople's behavior in more predictable ways
- Base performance management on observable actions that salespeople have agreed to carry out.

### BENEFITS & OUTCOMES

SALES COACHING links directly to the “real-world” performance of your sales organization, which means:

- Better gross margins
- Increased profitability
- Higher productivity
- Tighter cost control.

### HOW IT WORKS

Sales Managers learn to:

- *Use our “Plan-Observe-Feedback” coaching model.* They begin to understand how to base performance management on observable facts, rather than subjective opinion.
- *Coach to individual differences.* Our Coaching Continuum improves their ability to coach specifically to each individual's skills, knowledge, abilities, and potential.
- *Promote feedback.* Sales managers not only give feedback, they also promote the kind of candor that encourages salespeople to return feedback regarding the manager's coaching effectiveness.

The result: Sales managers learn to maximize efficiency and improve sales results by tailoring their coaching to each salesperson's level of development.

