

# 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.

## Lighthouse Coaching



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## Program Outcomes

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.

## Learning Approach

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

## Enabling Improved 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

Organizations that implement 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.

## Evaluation

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**Key Learnings Are . . .**

**Clarify** Expectations

**Observe** Selling Behaviors and Results

**Ask** Salespeople for their Perspective

**Create** an Action Plan

**Help** with Support

**Your Leaders Will Be Able To . . .**

Properly explain the productivity goals and what behaviors are required to produce the desired results

Intervene when necessary by observing behavior and/or data/reports

Encourage sharing and listening to perspectives

Make a provocative agreement between parties

Create optimal conditions to succeed

**Continued**

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.