

Sales Coaching

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Make the leap from manager to sales coach today! Sales coaching is a powerful tool. It can forge partnerships, cement relationships, and multiply sales. It can blast away at hyper-competition. Yet few managers have coaching in their grasp. This book will show you as a sales manager how to: help each of your salespeople increase effectiveness and productivity; develop questions, listening, and closing skills in your people; motivate your salespeople to stretch beyond their comfort zone; teach your salespeople to self-coach; increase your skill and comfort with giving feedback; turn sales problems into sales revenue; strengthen relationships with your sales team; take sales training out of the training room and put it into everyday sales practice; create a culture that supports team sales; and increase the success and fun you have with your salespeople. Here is the first book on the coaching process written exclusively for sales managers - a brief, concise primer with the fundamentals, nuances, examples, and tools you need for moving fast from boss to coach.

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