



DEVELOPING THE COMPLETE SALES LEADER

COACH



“People who are coaches will be the norm. Other people won’t get promoted.”

- Jack Welch, Retired Chairman
– General Electric

“To create a high performance team, we must replace typical management activities like supervision, checking, monitoring and controlling with new behaviors like coaching and communicating.”

- Ray Smith, Retired CEO – Bell Atlantic

“Building awareness and responsibility is the essence of good coaching.”

- John Whitmore, Coaching for Performance

“Coaching is unlocking a person’s potential to maximize their own performance. It is helping them to learn rather than teaching them.”

- Tim Gallwey, The Inner Game of Tennis

COACHING is the skill of the 21st century. It is an essential skill, as at its core is the ability to tap the capacity of each individual. Coaching is more than being a helper. Coaching promotes stretching both the individual and the team to reach its potential. It is a journey that never ends. It is creating the reality you want for your sales team. It is being a servant, a performance leader, a catalyst, and a communicator, all rolled into one. And, it is not easy.

WHAT IS THE CATALYST⁵ COACH WORKSHOP?

CATALYST⁵ COACH is a dynamic two-day workshop, designed to help those who fulfill the role of sales coaches, whether they be executives, managers, or team leaders become catalysts of positive change. Catalyst⁵ COACH is the first of three workshops of the **Catalyst⁵ Leadership Excellence** system.

Through active involvement in the workshop, participants will:

- Practice the critical communications skills of effective sales leaders.
- Apply the key skills of REFLECTIVE LISTENING, STRATEGIC QUESTIONING, ENCOURAGING, and CHALLENGING as the focal point of working with their people.
- Develop practices to continually reward and bring out the best in others.
- Create a process for collaboration through the four practices of Focus Coaching: On-the-Spot Coaching, SalesCall Observation, Results 1on1s, and Strategy Reviews. These implementation strategies form the foundation to bring the skills to life and to drive performance improvement. Focus Coaching ensures win-win outcomes, and builds trust and value in the coaching relationship.

The Catalyst⁵ COACH workshop is dynamic, employing video, experiential exercises, and a variety of activities to promote learning and application to the job.

WORKSHOP COMPONENTS

THE SKILLS



THE PROCESS



WHAT PEOPLE ARE SAYING

"These are the essential skills to build high performance with salespeople."

"CATALYST⁵ COACH completely changed the way I lead my team."

"Sales Call Observation is the moment of truth."

"I will implement FOCUS COACHING right away!"

TARGET POPULATION

Sales managers and team leaders who are responsible for influencing change through others. Also for non-managers to improve peer coaching and mentoring skills.

COURSE LENGTH

Two Days

BENEFITS of Catalyst⁵ COACH

Catalyst⁵ COACH is a fast-paced professional development experience. Participants will:

- Learn and develop the principles of effective sales coaching, including inspiring commitment, creating a supportive climate, and celebrating success.
- Develop skills essential in providing feedback so that it is accepted and used.

- Create an open, supportive environment where respect, self-improvement, and effective two-way dialog are the foundation for sales achievement.
- Establish a collaborative team culture where sales team members, together with their coach, agree on goals and objectives to drive financial and customer-focused goals.
- Use techniques to ensure that team members take responsibility for their own professional growth.

FEATURING

- Highly interactive experiential learning
- Catalyst⁵ Self-Assessment
- Coach's Commitment Playbook
- Skill guide cards and a variety of take-away tools
- Video
- Train-the-Trainer for Facilitators and a complete Leader Kit are also available.
- On-line skills reinforcement and assessment