

# Coaching Sales People

## Take Aways

Most coaching sessions will include takeaways, which are key points that the team members need to remember. Prepare ahead of time and consider how the takeaways are related to the goals of the team. The best way to provide takeaways is visual. Do not just rely on verbal communication.

- Print up takeaways
- Consider using slides to share main points.
- Include sub-points when necessary
- Use images if useful

Additionally, make sure to give the takeaways at the end of the coaching sessions, and answer any questions that team members may have before they leave.

## Coaching vs Training

Coaches are not trainers. To be effective as a coach, it is necessary to understand the difference between the two. Each one serves a different purpose. Training is used to teach specific skills and information. Trainers have basic roles.

- Drive learning
- Direct the content for learning
- Control group process

Coaches, on the other hand, have work differently to provide guidance. They:

- Use questions to drive learning
- Focus on two-way communication
- Do not use specialized content
- Work one-on-one



## Acknowledge Success

The success of every team member should be acknowledged and celebrated. It is easy to celebrate the large successes like big sales or community awards. Do not forget, however, to acknowledge the small successes. Praise small movements to goals, such as a small increase in sales. Let other team members know about improvements so that the community can celebrate. If you acknowledge small successes, you will build confidence and continue to improve success.