

# Sales Coaching for Success

Develop your salespeople to drive sales and add value to your customers



## Do you know when to coach and when to manage?

CPSA's Sales Coaching for Success equips you with critical coaching skills to improve the productivity and performance of your salespeople. This course is designed to help you deliver more value to your sales team and organization.

## Who should attend

- Professionals who want to enhance or practice their coaching skills to increase their teams' performance
- Sales Managers challenged with coaching under-performers
- Past attendees of CPSA's Professional Sales Management

## Benefits

- Develop analytical skills to uncover your sales team's needs and opportunities
- Maximize your "Return on Coaching Time Invested" and decide who to invest in
- Evaluate your sales team using the motivation and performance matrix
- Build a development plan for your sales team using the Talent Management Process

## Content

- Collaborative Coaching: deliver 3 levels of value
- Determine Sales Performance: structure to evaluate and measure sales effectiveness
- Developmental Planning: talent management process
- Coaching Calls: techniques, types and process
- The Coaching Conversation: collaborative coaching, handling conflict, active listening

## 2011 CALENDAR

Toronto May 18-19 • Nov 16-17

**CPSA Members Save \$100!**

**Register to apply an effective coaching framework to guide your sales team.**

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