why do sales training and coaching?

By Rick Conlow
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are sales training and coaching really necessary?

Regardless of the type of business you are in, the idea is to move product – get equipment into the classroom, food on the shelves, steel to the factory, computers into the office or boats on the lake.

Salespeople who...

- **know their customers and their basic wants and needs**
- **understand the features of their products and how**
- **to translate them into customer benefits and practice to improve their selling skills through a mutual decision-making process.**

…will sell more units than salespeople who do not.

Sales training and coaching are critical because salespeople who learn more and practice more sell more—period.

why do sales managers exist?

It would be great if every salesperson would take responsibility to be the best, but 95% won't. That's why sales managers exist. As a sales manager, you are charged with doing everything you can to increase company sales. The most effective way to increase sales is to increase the skill level of every salesperson, and that means training, retraining and training some more, as you manage your other responsibilities.

Yes, it's challenging, but training and coaching consistently and well also present an enormous opportunity to grow your sales, because nearly all companies do a poor job.

The sales managers of those organizations are just telling or yelling. Good sales managers, who learn the principles of effective training and coaching, help their companies outperform the rest.

what are sales training and coaching? who needs them?

Training and coaching are really sharing your knowledge about selling and products, motivating your salespeople to practice what you tell them and getting them to do it.

Any time you share something that affects the sale, you are training or coaching.

Formal sales training is generally working with a group of sales representatives. It can be as simple as practicing how to greet a customer through a role-playing exercise in a one-hour sales meeting, or it can be an in-depth, two-week program that teaches your salespeople how to use 24 different sales techniques.

Coaching is working one on one with a sales rep, targeting his or her goals, action plans and needs. It achieves improved results by helping the rep develop necessary skills and "want to." Training supported by coaching has a dramatic effect on sales. (According to research and experience, net gains of two to four times the average salesperson!)

So, given those impressive results, what prevents more sales managers from excelling as trainers and coaches?

- **TIME –** when and how to prepare and work it into their schedule
- **CONTENT –** what to talk about in a training meeting or one-on-one coaching session
- **METHOD/PROCESS –** how to conduct an effective training meeting and a mutually beneficial coaching session

Professional resources can be of great help in overcoming these obstacles. They prepare the meeting and coaching session agenda and content and contribute to the delivery of the training. You, however, will have to make training and coaching a priority. You must set aside the time, and commit to learning more about selling, so you will have good, current and practical information to share with your salespeople.

If you don't feel comfortable training or coaching because you don't think you are a dynamic person, remember that ***managers who regularly train and coach their people sell more products, make more money and are more successful than managers who do nothing at all.*** So, get started! A year from now, you'll be glad you did.

is it necessary to train and coach all the time?

Absolutely! Most salespeople learn all they can the first year on the job and then stop. Ten years later, they have one year's experience 10 times and they aren't any better and aren't making much more money. Truth be told, they have forgotten most of what they have learned over the years. That's the reality of how we store information. Most of what we have learned is buried in our subconscious and only consistent training and coaching keep it in our conscious mind where we can use it.

> **Repetition. Repetition. Repetition. This is the right approach!**

Plato defined the job of training and coaching. He said that to be a successful manager, trainer or coach, your primary responsibility is to talk people into using what they already know and to be open-minded about learning what they don't.

So many people have approached us after a training session and said, "I sure learned a lot," or "You reminded me of a lot." In fact, so many have said those things that it's hard for us to believe organizations are doing enough training or coaching.

Right now, during this economic uncertainty is a great time to increase

your efforts and resolve. One of our customers holds at least two business-building training meetings a week without fail and follows that with a weekly coaching session with each representative. His sales team consistently out-performs the rest. After a recent training session, his four salespeople set 29 appointments in 30 minutes!

Another company we work with has improved sales 210% in 2 ! years by becoming training and coaching zealots – beating their competition day in, day out. Training and coaching work!

how do i know who needs it?

This one is simple. ***If they are in sales and they are breathing, they need it.*** If you have salespeople who do not want to know more about selling, they have either been conditioned to think sales training and coaching are some form of punishment or they feel they have nothing more to learn.

You can change that. You are the model. As a sales manager, your own attitude about training and coaching will be reflected in your team's willingness to take learning and improvement seriously. You make all the difference in your sales team's attitude.

Your enthusiasm and encouragement during training or coaching sessions will translate into dollars… perhaps sooner than you expect. And as you unlock the skills and gifts in each one of your people, and inspire them to excel, you will see the daily results in new sales. Apathy or staying in your comfort zone creates a lousy alternative: lost opportunity and lost sales. So, stretch yourself!

Are you willing to invest the time to train and coach your people regularly to guarantee success?

Now that's the real question! ***Why not do it today?***

About Rick Conlow

I've been in your shoes; I was a manager just like you may be now. I wanted to succeed just like everyone. Eventually, I co-founded WCW Partners, Inc. and Rick Conlow International. We have collaborated with over 200 fine companies and thousands of managers to achieve:

- *48 quality service awards including JD Power, Ford's President Award, and Canada's Consumers Choice Award.*
- *Record-breaking sales year after year: 30%, 48%, 52%, 75%, 122% and 212% gains.*
- *15-20 points on customer experience surveys, 50-95% NPS ratings.*
- *12-19 points on employee engagement surveys, 50-84% eNPS ratings.*
- *Authored of 22 books, including the best-seller, The Superstar Leadership Model and The 5 Dynamics of Servant Leadership.*

Exceed your leadership potential today, Partner with us today!

POSITIVELY,

Rick Conlow

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