



**PEAK PERFORMANCE LEADERSHIP SERVICES Inc.**

How will you as a sales leader/coach bring your sales team and organization value in 2020?

## **One Day Advanced Sales Workshop – Sales Coaching**

The challenges facing sales representatives and teams is not only daunting, it is ever changing. How are you bringing value to your sales team and helping them be the best they can be?

In one day sales leaders/coaches will advance their skills and knowledge in the following key areas being demanded by organizations and sales team members alike:

### **1. Sales Team Member Assessments**

Sales team members are **expecting** leaders like yourselves to coach them to reach their greatest potential. A personal online sales assessment will give you the results to understand specific areas within the sales process (prospecting to closing) sales individuals need your coaching.

**Teaching:** Learn to read the assessment results to understand the specific areas, based on the sales stages in a sales process, each sales team member requires coaching

### **2. Personal Action Plan (PAP) Development & Execution**

The **No.1 top priority** of any leader is to attract and retain top talent. Working with individuals one on one to help them be the best they can be will bring your middle performers to top performance status. This attention will also help retain this talent within your organization. Working collaboratively with sales team members to develop their talents and sharpen their skills will benefit them and your organization.

**Teaching:** How to create a win/win PAP with all sales team members. Based on assessment results and organizational needs.

### 3. Key Performance Indicators

Running a sales division, similar to running a company, requires a constant and clear view of the health of the sales. Too many organizations only look at lagging indicators of their performance. If sales leaders are going to have a proactive, positive impact on driving sales growth they will need leading indicators which allow them to get engaged with the sales people and process to have an impact, now!

**Teaching:** Selecting, understanding and accessing leading and lagging indicators from your organizations CRM and ERP for both sales team members and the overall sales of the organization/division.

### 4. Productive Sales Meetings

The majority of sales representatives I speak to find their sales meetings to be unproductive, uninspiring and a waste of *their* time. Nowadays strong sales leaders create sales meetings that proactively help sales team members learn and close more business by:

- Understanding industry and specific client and competitor challenges
- Working collaboratively to advance key opportunities to a successful close
- Removing barriers to selling more, creating a better environment and winning culture
- Focus on leading funnel and opportunity information, reduce focus on lagging sales results

**Teaching:** How to create and run a sales growth minded, collaborative, informative and productive sales meeting that accomplishes the needs of the organization AND the needs of the sales team members.

Meet the sales leadership and coaching demands of todays companies and sales teams with these new skills and knowledge to ensure your sales team will help exceed your 2020 sales goals!

**Contact Peak Performance at 416 726-0173, [www.rickdenley.com](http://www.rickdenley.com) for details and to register!**

Regards,

*Rick Denley*