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October 2020 Sales Tip

Coaching is Mission Critical for all ILT and Remote Training!

Greetings Sales and Service Professionals!

Well, it's been seven months now for many of us working remotely from home. Most can agree it's become part of our new norm and zoom meetings are now the standard. One client commented he made his first trip in seven months and was pleased to report that people were wearing masks, practicing social distancing when possible and the middle seats were empty! Many of us are transitioning our kids back to school or continuing with online learning. The last several weeks, I've been coaching my grandson online who's in the 5th grade. Man, I thought teaching adults was hard, but my patience has gone over the moon with a 10-year-old. I still think I'm smarter than a 5th grader 😊 even though he reminds me daily that he is!

The teachers are doing an awesome job with remote learning. They structure the classroom environment that engages the students by using different media-like PPT slides, educational videos and ladybug cameras to show printed documents and book pages. This is very effective to teach new skills for kids in middle school. The key to all this technology is to supplement with remote coaching. Teachers stay online after the zoom class meetings to coach the kids on additional examples, problems and practice sessions until they know it. They use independent study in between the classes to promote self-study which requires adult coaching and supervision to keep them on task. My grandson would have been lost and defeated without my coaching. Regardless of the age, coaching takes on added significance when dealing with remote training.

The key to training adults on coaching is to overcome their fear and anxiety. Typically, we fear what we don't know, or what we are not comfortable with. Remember, when anxiety is up learning is down, so we take the time and provide a foundation on leadership and interpersonal skills. We blend in a lot of workshops and mini presentations to help them gain their confidence before providing specific procedures and templates on coaching. The participants showcase their skills and learn by doing realistic role plays on different coaching situations. These are job-related scenarios that they face everyday with their people to improve work performance. They rotate their roles in teams of three as the coach, team member and observer. We record the team of three in private and play back to the group on the big screen. They love to watch and laugh at each other's video. This is one of the highlights of the training. The participants learn from watching others play the role of the coach and become comfortable with the process going through it three times. The probability of success is far greater when they return to their environment and coach their people and teams to raise the bar of excellence.

Coaching remotely still requires teaching and showing, so use different media to teach job skills and spend more time in practice sessions until they can do it themselves. Now is the time to train your people as they are searching for leadership and looking for direction and advice. Think about it. How much easier would it be to keep moving forward by establishing coaches throughout your company to keep everyone moving in the same direction, and in alignment with the same vision? This is what separates an ordinary company from being

extraordinary, while capturing market share during these interesting times. Training your people on coaching can overcome the resistance and hesitation to accept changes and keep moving forward with a competitive edge, which may be your only differentiator. A company can't change unless the people change first.

So, Coaches, let us help you to remove the fear and anxiety from coaching through training. We can start now and provide the foundation through remote training and transition back to physical events when you're ready. Butler has the experience and the proven curriculum to design a coaching process just for you. You'll work directly with me, Coach Bob, as I become your coach for life. Give us a call and we'll show you how to get started.

Good Luck & Good Coaching,

Bob Butler, TSP
And the BLS T.E.A.M.
Together **Each Achieves More**

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