

SALES COACHING GUIDE

Sales in renewables isn't just about closing deals — it's about building trust, understanding complex client needs, and positioning your business as the safe, reliable partner. This guide introduces core coaching methods we use at grenergieAdvisory.



THE SALES MINDSET

5-step handbook to selling
listening, solving, value

PIPELINE MANAGEMENT

building a pipeline
clear processes
forecast vs wishful thinking

OBJECTION HANDLING FRAMEWORK

listen
understand
acknowledge

PRACTICAL EXERCISE

roleplay
top tips to maintain confidence
the rollercoaster method

DELIVERABLES

interactive workshop (in person or virtual)
assessment readiness checklist

**THIS IS A SAMPLE EXTRACT
— IN OUR FULL COACHING
SESSIONS, WE TAILOR
EXERCISES TO YOUR TEAM,
YOUR MARKET, AND YOUR
GOALS.**

WELL PRACTICED METHODS FOR REAL GROWTH RESULTS