

# Coaching Salespeople

Training Manual

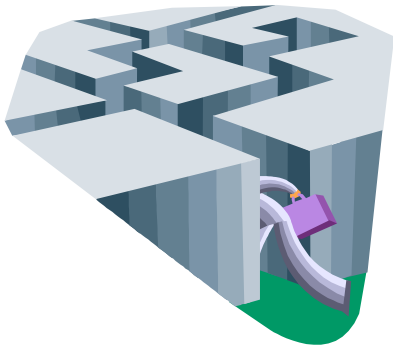
Lesprit Training Centre



*Coaching is 90% attitude and 10% technique.*

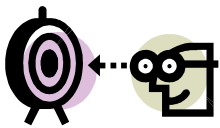
***Anonymous***

## Module One: Getting Started



Coaching is not just for athletes. More and more organizations are choosing to include coaching as part of their instruction. Coaching salespeople, when done correctly, will not only increase sales, it will have a positive impact on the community and culture of a company. The benefits of coaching salespeople are numerous and worth exploring.

### Workshop Objectives



Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let's review our goals for today.

At the end of this workshop, participants should be able to:

- Understand the definition of coaching
- Identify and monitor key information
- Communicate effectively
- Use coaching techniques
- Avoid common mistakes