



The Exact Expertise to  
Ignite and Sustain Performance™

## LSA Global | White Paper



The exact expertise to ignite and sustain performance™

## Sales Performance Coaching

**"Coaching" brings to mind many different types of activities. Our focus is that of "continual engagement" with the customer to accomplish several different objectives. Our success stems from our extensive experience in sales and sales management whereby we have "lived" the concept of coaching on a long-term basis. Our belief is that without coaching, reinforcement of any methodology becomes very difficult. In our experience, you must have both proper training as well as an appropriate methodology to be successful.**

### Best practices for sales performance coaching include:

- 1. Continual engagement = continual reinforcement**  
Our model for coaching is based upon the notion that workshop training is the beginning—coaching helps bring the methodology to life deal by deal. A good coach focuses on the "continual drumbeat" of emphasizing those points that are taught in our classes. When an instructor teaches a point, it starts the process of change within each student. With coaching reinforcement, the process of changed sales behavior is focused on continually. The coach's goal is to make sure that everyone who learns gets the appropriate reinforcement to practice what they have learned and enters the "learning zone" with confidence.
- 2. Work with each individual's style.**  
Coaching is not "one size fits all." Each person is different, and each situation requires a unique look. A coach's goal is to ensure that we bring out the best in each sales person. We evaluate each person specifically to understand where they are strong and reinforce their strengths. We also want to help them where they have issues or weaknesses, so they improve their execution on an overall basis. For example, if an individual is weaker in discovery than they should be, we help them by asking more questions about their discovery. Most sales people will determine that they need to spend more time on discovery via this type of coaching.
- 3. Look at each situation dispassionately.**  
One of the biggest advantages that a sales performance coach has is that they are not on quota! They are typically the only person in the room who is not. Therefore they are the only person who can look at each situation objectively and not focus on wanting or needing a deal, but, instead, focus on the blocking and tackling of a deal to ensure that it is properly done. A good sales performance coach reviews each situation on its own merits, and focuses on ensuring that the mechanics are done properly. By taking this tack, the sales performance coach ensures that there is an objective view of each deal and points out steps that may help the sales person change the game and win the deal.
- 4. Keep it simple.**  
Coaching is a useful activity in assisting any sales person to be successful. However, a key element in coaching is to not force unnecessary work on a sales person who is already





The exact expertise to ignite and sustain performance™

overburdened and stressed. A good coach will focus on simplicity of execution. Coaching is not about being the "methodology police." It's about ensuring that the points made are proper, but simple. The sales person should walk away from the coaching session feeling more confident and feeling that they need to address one area or another to improve their chances of winning a deal, but not feeling that the coach just added a ton of work to their plate.

**5. Help the sales person come to their own conclusions!**

Questioning is a key part of coaching. It's not just questioning about the deal, it is questioning so the sales person begins to realize on their own the issues they have to address to get the deal done; or that they should disengage and walk away. Much of the questioning of a good sales performance coach is "Colombo" questioning—where the coach knows the answer to the question before it is asked. The goal is to get the sales person to understand the issues that need to be addressed on their own. By asking questions that are obvious to the coach but not so obvious to the sales person, the sales person is encouraged to think outside the box and try new strategies to address issues surrounding their deals.

### **About LSA Global**

Since 1995, LSA has helped organizations create and maintain distinct competitive advantages through human capital. We work with leading organizations to drive success through their people and the strategies, structures, systems, and processes that attract, inspire, develop, and retain top talent. Our solutions focus on the areas of:

- Sales Revenue Growth
- Leadership and Management Performance
- Project Management Performance
- Human Resource Performance
- Strategy Execution and Transformation
- Customer Service, Satisfaction, and Loyalty

We believe our clients' success in the marketplace is realized through increased revenue, decreased costs, and higher productivity.

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients and that we have a 97%+ customer satisfaction rating.



Call Us Toll-Free 800.889.6452

Copyright ©2007 LSA Global All Rights Reserved. Confidential. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.