

Leadership

4.1 Powerful Coaching and leadership skills

Description	This training will provide Sales colleagues with the crucial skills, process and structure to support, motivate and coach their teams / individuals. This is probably the most powerful tool in your selling toolkit e.g. the ability to spend time with your teams and individuals working on sales leadership. As a manager / leader, you will come-out of this training understanding - and more importantly - believing that investing more time in coaching the team and individuals is not only demonstrating true leadership but, more importantly, is the best and most effective way to create an immediate return on investment. This is because it will motivate and empower your people to want to become better salespeople through your leadership efforts.	Target Audience ► All Sales Executives with a responsibility for people and teams (functional or commercial)
Contents	1 Introduction, training objectives and context 2 Management and leadership - what is the difference and why understanding this so important 3 Characteristics of a leader and what will you do to demonstrate this more effectively 4 The learning cycle or how do people learn and the power of demonstration (EDIC) 5 Stephen Covey and the crucial '6 E's' of sales leadership 6 The power of coaching questions 7 Giving impactful and constructive feedback 8 Coaching role plays 9 Action steps and close	Language ► English ► Dutch ► French ► German ► Local language where needed
		Duration ► Core training – 2 days ► Comeback Day – 0.5 day (3 months after training)
Learning objectives	The sales leader will be inspired to become a better and more effective sales coach This training is proven to be successful in motivating sales leaders to become more focused on leading their teams and individuals then managing them The interactive and role play focused nature of this workshop will help ensure that the learned skills will be more quickly embedded in the existing delegate's skill set and will motivate the sales leader to apply these skills in the business This original and energetic workshop is proven to be successful in inspiring aspirational sales leaders to inject fresh motivation and engagement in their teams and individuals	Participants (max) ► 
Refresher	To ensure that the skills learned become part of the Sales Account Managers' behavior, a comeback half day will be organized which will take place circa three months after the core training. During this half day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques. The time between the core training and the comeback day can be effectively used for coaching support by the line manager.	Cost ► Training 2.5 days POA ► Development time: tbc