



High Performance Coaching for Sales Managers

– Sales Leadership and Coaching Skills

A powerful development program designed to help Sales Managers to coach and lead their sales team.

Sales Managers will learn:

- How to build sustainable results for the short, medium and long term, across the 3 Sales Horizons
- How to turn ‘Product Floggers and Price Sellers’, into Strategic Partners
- How to Drive and Manage your Team’s Sales Pipeline Process
- How to analyse and plan the development of your sales people.
- How to develop their Sales Skills through the Hearts and Minds Methodology™
- How to give feedback to your Sales People using the proven GROW coaching model
- How to develop your personal leadership style with the different personalities in your team.
- How to conduct effective and motivating joint field visits as coaching opportunities.
- How to increase your total Sales Leadership effectiveness through improved communication skills.



Customised Training and Coaching

KONA Group do NOT run generic, off the shelf, ‘by the manual’ training courses, delivered by theoretical trainers or academics.

This program is customised to your Sales Strategy, your Organisation & Your Teams, and facilitated by an experienced professional, who run businesses, managed teams and built Pipelines.

Who should attend?

Sales Managers who are:

- Managing underperforming sales teams
- Newly appointed Managers
- Good ‘technical managers’ who need to be better people managers
- Have been ‘thrown in at the deep end’
- Have had no formal Sales Management Training

Plus, any Manager who is seeking to improve their effectiveness in leading their team through effective and powerful coaching techniques

Poor or minimal sales coaching ability and confidence by Sales Managers acts as a barrier to improving team results.

This program develops Sales Manager capability to directly impact sales results.

The knowledge, skills and confidence of the sales team is closely linked to results. It is as important as sales activity analysis and planning

Effective Sales Managers Must Be Effective Coaches.

This program shows Sales Managers how to overcome that barrier and how to become an effective high-performance coach for sales people.

If you are serious about increasing your Team’s results

Contact KONA Group today on

E-mail: glenn@kona.com.au

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Sales Leadership skills developed during the program include:

- Understanding how to Manage the Sales Process
- Introducing and Coaching Sales Methodology
- How to develop Personal Development Plans for each sales person that links plans to business results.
- Developing the qualities and characteristics of Star Coaches.
- How to work with the GROW Performance Coaching method.
- How to effectively coach salespeople using proven performance coaching – in the office and on the job.
- How to conduct effective and motivating joint field coaching for each sales person.
- How to develop and work with 4 Key Sales Leadership styles using Situational Leadership.
- How to get their people to develop and execute sales strategy and action plans.
- How to get peak performance from sales people.
- How communication influences results.
- How to hold Critical Conversations with under-performers
- How to interview the right people for the right role

The importance of a Sales Manager being confident with coaching their people in joint-sales visits to customers cannot be understated.

A valuable part of this workshop is the development of skills and confidence through practice in simulated selling situations.



More!

- 7 important leadership competencies
- 10 situations to use Performance Coaching
- 20 effective coaching questions
- 8 practical methods to develop their people

Program content includes:

Managing sales team competence:

- What are the sales team's required skills and knowledge? How can you evaluate them?
- Learn about the essential links between results, actions and competence
- And plan individual and team development to improve results

Performance coaching in the selling environment:

- How can you encourage your people, and help them grow? Learn a powerful coaching method, called GROW, which gives you the skills to do just that.
- Learn how to apply these skills to field coaching situations, as well as for review and planning meetings
- How to use the Coaching Roadmap concept and build a Coaching Roadmap

Leadership styles for Sales Managers:

- Leadership plays a vital role in the skills, confidence and motivation of people
- Learn how to develop a flexible style that can succeed with different people, at different stages of their development and situations
- A valuable tool for performance improvement: Situational Leadership

Why Sales Managers MUST attend

Many Sales Managers take years of trial and error to build their craft. The negative impact on sales performance can be significant. It's not a clever business strategy. Understanding and having field sales experience is essential – but there is so much more!

The sales team – the engine of revenue and profit production for your company, is not the place for 'trial and error'.

This program can turbo-charge Sales Manager efforts, giving years of "know-how" in a very short time.



What previous participants have said

KONA have worked with my sales team to raise the bar on their performance and belief in their ability to deliver results. As a personal coach KONA have guided me through my career by reminding me to clear away the clutter and keep it simple.

FCJ, Sales and Marketing Manager; Hewlett Packard

“The positives from this program for me were:

- *Simple approach*
- *Totally and instantly useable*
- *Clear measurable benefits*
- *Structured approach”*

NSW Sales Manager, Sandvik

I was so impressed with your training program, I felt compelled to write to you in appreciation. Although it was blatantly obvious you were a professional outfit right from our first meeting, your services have far surpassed my expectations. I have been in sales and sales management for 15 years with 5 different companies and have attended many quality-training programs. During this time, I have never experienced a program that adapted its philosophies and methodology so succinctly with a company’s industry, market, products and value proposition. Ultimately! The test of any training program is the results it delivers. Since KONA has worked with us the sales effectiveness of the team has increased dramatically. But an even more noticeable improvement is the quality of sales leadership displayed by the sales management team.

GD, General Manager Sales, Building Products

As a consequence of KONA’s efforts and commitment very quickly we have seen some explosive changes with the team through the introduction of various client focussed and sales strategies, measurements and skills. Their motivation, direction and activity have all increased....and we expect our profits to escalate accordingly

General Manager, Fairfax CN

Not only has our partnership with KONA proven to be highly beneficial for our management team... it has also proven to be an enormous return on investment with sales improving by over 23%.

Mark Lucas, Director, XEROX

“Packed with valuable tools. Can’t wait to get started.”

Sales Manager SA, Vodafone

“The course was extremely practical and easily transferred into the day to day sales activities of my team. It provided me with strong foundations to be able to equip and coach my team for greater success.”

Call Centre Manager, International Bank



This program includes:

Customised case studies; working groups; discussion sessions; information research; personal action plans Planning and rehearsal of coaching scenarios in small group all give the participant a tremendous framework for success and to increase capability

In addition to the cumulative sales management knowledge of experienced KONA Specialists the opportunity to network and work with Sales Managers from other areas and departments in their own organization, an extremely valuable component of this program to break down silos and increase productivity and team work

The opportunity to 'step out of the woods to see the trees' and come back armed with many valuable concepts and ideas that they can **immediately** put into place should be an essential part of every Sales Manager's career development.



About The KONA Group

For over 17 years KONA Group is a specialist in sales performance improvement.

We're dedicated to helping organisations across many different industries increase their sales revenue and profits through their people and processes.

With years of practical experience and expertise, we help Sales Managers to build teams that:

- Find and win new customers
- Improve their customer relationships and retention
- Create customer growth
- Develop and deliver the knowledge, the skills and the confidence to enable you to become more effective and a better Sales leader

Our aim is always to help our clients develop:

- Improved sales performance
- A stronger competitive advantage
- Growth opportunities
- Increased revenues

Having trained 1,000s of Sales People and Managers across numerous, diverse industries, our experience is extensive.

Because Hope Is Not a Sales Strategy

Implementation plan!

Following the program, participants are encouraged to work on a comprehensive Implementation Plan that they will be encouraged to present to their management.

This assignment contains detailed questions and tasks that enable the Sales Manager to apply the techniques and tools learnt on the Program to their specific situation.

It's where "the rubber hits the road". And it creates enormous value for the participant as they take the ideas and methods back to their team.

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