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# You Decide - Coaching

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There are a few key mistakes that the sales manager made. The coaching could have gone better if his approach was a bit different. The sales managers partially took over the sales presentation Joe was delivering by disrupting and becoming agitated.

I am sure as a sales manager, he mean to be positive, but his message did not come across the way hey liked. He wanted to coach Joe to better sales results and there is always so much pressure to hit the number. I believe if the sales manager followed some of they key factors that will be mentioned here he would of had a better outcome from his coaching.

Clarity has always been a huge factor in communication. The sales manager should make clear through words and action that he really wanted to help Joe succeed. Coaching only works in a safe and trusting environment. Instead of the sales managers criticizing what Joe did not do, he should of brought out the positive in Joe's sales pitch but also recommended additional steps that needed to be taken to close the sale.

Mutual Commitment is also a factor in developing and coaching a sales person. Firs the manager needs to be clear that Joe wants to learn develop and change. There is nothing more frustrating a more agitating than trying to coach a person who thinks they know everything. The sales manager should have a talk with Joe and ask him if he see's any weaknesses in his skill and whether he would like to improve them. Moreover, if Joe agrees, the sales manager should develop a learning plan with him of the areas in which he could improve the most though improving techniques, learning new skills or acquiring additional knowledge. For example, Joe should know more about the capabilities of the GENIE machine, which can lead to strong selling points. When the sales person is part of their own learning assessment, they are usually more open to being coached.

The sales manager seemed to think about Joe's weaknesses and missed points just has him forgetting to mention the benefits of the machine among a few others. Instead, the sales manger should pick one or two specific areas to work on with Joe. Overloading the sales person with a laundry list can overwhelm them and will most likely not improve if any of the areas if they try to improve on too many areas at once. Joe should also spend some time with the highest sales reps and just see how they act and what points they cover that he had missed. This will help him self evaluate himself.

As a coach, timing and delivery is very important. The sales manger did not go over any key points with Joe before the sale. He needs to find the right times to say the right things. Just before a sale he should go throughout he key points that he wants Joe to remember and at the end of the sale, he should also touch base with Joe once more and go over the event.

Lastly, a great coach is a great cheerleader as well. Encouraging the sales people can have more positive outcomes then negative. Catching them doing something right. Sometimes, the best coaching is reinforcing something the sales person did well; not perfectly. The confidence the manger can engrave in the sales person can help them work harder and smarter to get even better. In this case, the sales manger, could have pointed out the positive things Joe did in the sales pitch and encouraged him to do those again.

In conclusion, instead of the sales manager focusing on the negatives of the sale and showing frustration, he should be very calm, cool and collected and be a way of support of Joe instead of a medium of criticism. If he wants Joe to be better, being clear, encouraging and focusing on key elements where he needs improvement can help Joe become a better sales person.