



SALES PRODUCTIVITY

# MANAGEMENT COACHING SKILLS

## Every Manager Needs To Be An Effective Coach!



Because employees perform at the level to which they are encouraged, coaching is an every-day job for all sales managers and team leaders. As leaders, managers are responsible for helping employees to become oriented to new positions, teaching them initial skills, aiding and encouraging future growth and development as well as for providing counselling when performance goes astray.

The efficiency of a sales department, work team or organisation is generally determined by the effectiveness of a manager's ability to provide the right coaching at the right time and in the right way. By being an effective coach, managers can increase the productivity of their sales team by as much as tenfold.

This technique building workshop from Sales Productivity enables managers to increase their influence on employee performance. It provides specific coaching techniques for a variety of day-to-day situations and assists managers to help employees in both implementing skills acquired in training programs and in general development. This significantly increases the value of your training investment.



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### **Workshop Format:**

This workshop is a highly practical video based skills development workshop.

Participants use real life performance examples as case studies through which to develop key interpersonal issues that impact the effectiveness of their coaching.

Simple, but powerful techniques are presented for a variety of common coaching tasks.

Day to day coaching situations are then role-played and video-taped.

Managers gain individual feedback and recommendations on how their coaching can be more successful.

Successive practice sessions provide further practice and feedback and build confidence in using these well established techniques for maximising employee performance and increasing management impact.

### **Workshop Content**

Over two days, participants work through the following sessions:

- ◆ The role of coaching in the job of management.
- ◆ The benefits of effective coaching to the employee, to the manager and to their relationship.
- ◆ Some critical issues in making coaching effective - the manager's motives, employee acceptance and reaction, helpful data to facilitate coaching.
- ◆ Listening and sensitivity skills.
- ◆ How to give helpful feedback.
- ◆ Relationship styles and their effect on coaching.
- ◆ Coaching techniques for use in multiple work situations.

### **Extensive application**

We provide coaching techniques for use in three common work situations:

Observed incident coaching - when the manager witnessed the behaviour on which coaching is focused.

Reported incident coaching - when coaching takes place through the employee reporting after the event what took place.

General development coaching for use in improving patterns of behaviour rather than only single incidents..

### **Real Life Problem Solving**

Coaching exercises in this workshop are based on 'real life' examples from participant's own work places. This not only increases the relevance of the program, but frequently provides answers on how to resolve issues that impact team performance .

As a result, this workshop frequently provides the value-added benefit of managers finding ways to solve real-life employee problems and developing methods for improving their supervisory techniques and style.