

THE SCHNEIDER REPORT

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Sales Coaching Follow-Up

We have had an extremely positive response to our March 31st Schneider Report article, “Coaching to Increase Sales,” written by Steve Wallace. What seems to emerge in the feedback we have received is that so many institutions see coaching as both a low cost and rapid way to positively impact sales. Everyone realizes that a complete sales culture transformation takes time to implement and perhaps a few months to begin to see the payback in actual performance improvements. And in these still challenging times, many institutions just do not have the budget for a total sales culture transformation. But some of our clients have looked at coaching as the one thing they can focus on right now to make an immediate impact in sales. Why is that? It is the power of observation and providing instant feedback to an employee on what they have done well and what they need to do better. We find most managers do not engage with their staffs enough, nor are they comfortable providing constructive criticism. We generally do a good job of training managers how to perform the technical aspects of their job, but don’t train them how to be effective coaches. But most employees are starving for that feedback and are able to act on the suggested improvements immediately. When asked what motivates them, employees consistently respond with feedback (positive & constructive) as most important. Money tends to be number six.

Here are a few recent coaching successes we have seen:

A client in the Pacific Northwest focused the initial phases of their sales development effort solely on sales skill development and coaching—no goals, no incentives and no minimum performance standards. The focus was on initial training followed by frequent observation coaching and feedback. The organization was able to achieve a 17% increase in overall sales productivity per employee in 12 months.

A quote from one of our Midwest clients:

“We have implemented different sales programs in the past but never involved them as significantly with coaching. This has made a world of difference in several areas. Most noticeably - staff acceptance of the sales system and accountability with our managers.”

Another quote from a client in the Southeast:

“First, I think the coaching helps the employee become more comfortable and confident with the process of asking a customer questions to uncover needs. Second, I think that most employees appreciate the feedback and try harder to work on the skills you are coaching.”

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These two major attributes of focused sales coaching – low cost and rapid results are what our readers are getting excited about. Let us know if we can help you implement with a quick sales coaching program...a couple day workshop with your managers followed by a day of field observations. For that small investment we think you will see a pretty important, and rapid, improvement.

Thank you,

Steve Sullivan
Director of Sales

