

# Field Sales Coaching



**Breakthrough to New Performance Levels - Show Your Sales Managers How to Plan and Implement Field Sales Coaching to Deliver Great Sales Results, Improve Skill Sets and Motivate Sales People.**

## Interactive Bite Size Coaching Pack with Simulation

### Description

**Fact – sales people who are coached produce great results, feel valued, are motivated and stay loyal to the business. A key part of every sales manager’s role – the question is how to do it?**

Integrating simulation, ‘**Field Sales Coaching**’ shows your people:

- How to plan a field visit programme to lead, motivate and coach the team.
- How to use **scheduled, random** and **action** visits to develop the performance of each sales person.
- A step by step approach to structuring and implementing a field visit – from planning, execution, interacting with customers and follow-up.
- Create a field visit report that maps coaching activity for the sales person.

Field sales coaching helps sales people breakthrough to new levels of performance – this programme shows the sales manager how to make it happen!

### Simulation Content

Participants take the part of a sales manager in the ‘**Field Sales Coaching**’ simulation and are challenged to complete a field visit with two members of the team. The simulation measures key behaviours as the sales manager faces the challenge of coaching on one field visit and dealing with ‘unexpected’ issues on another.

Get it right and the simulation shows your sales leaders and managers that planning, combined with the right behaviours, produces field visits that make sales people better at their jobs. Make the wrong decisions and the sales manager’s valuable time is lost!

### What You Will Receive

The easy to use ‘**Field Sales Coaching**’ Bite Size Coaching Pack comes complete with professionally prepared materials that include

- Field Sales Coaching business simulation
- PowerPoint slides
- Coaching guide
- Coach’s notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials, **which you can print from the disc as often as you wish.**

# Field Sales Coaching



## How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
<b>Coaching</b> <b>Time: 45-60 Minutes</b>	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
<b>Simulation</b> <b>Time: 30 minutes</b>	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly - gives people the confidence to apply these skills in their personal roles.
<b>Feedback</b> <b>Time: 30 minutes</b>	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

**Group Size** - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

**Individual Coaching** – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

### Equipment You Will Need

To run this simulation event, you will need

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.

**Price UK £345-00 ex-vat**

**The Leadership & Sales Academy Ltd**  
 Paisley House, Farnham Lane, Haslemere,  
 Surrey, GU27 1EU, United Kingdom

**Tel: +44 (0) 1428 658867**

**Fax: +44 (0) 1428 658849**

**E-mail: sales@tlsa.co.uk**