



Sales Coaching Excellence

Highly Interactive 1-Day Training Workshop

WORKSHOP OVERVIEW

Coaching is a continued process of structured conversations for helping the individuals to improve their performance using a range of skills and techniques. This process collectively allows the individuals being coached to clarify their goals, understand constraints, identify options and take actions for achieving their short term and long term objectives. In “**Sales Coaching Excellence**” individuals will be skilled enough to coach on one-to-one basis at all levels of experience and ability; this will enable their team members to be motivated and will perform to ever higher standards.



TODAY'S DILEMMA

Today's best sales managers have a high ratio of sales coaching to administration: **90%** of their representatives meet sales goals compared to **66%** of representatives whose managers have a low ratio of coaching to administration. Studies show an increase in sales performance / revenue of up to **35%** if managers coach systematically and often.

COACH

Javed Akhtar specializes in Advanced Facilitation, Training and Coaching Skills from Cambridge University UK. He has three International Tutor Accreditation Awards to his credit. Javed has an international exposure of working with Lead Trainers at workshops, seminars and Tutor Forums in 12 different countries of the world.



Javed has rich & diversified work experience of Selling, Sales Management, Sales Training and on job Coaching. He has trained over 3000 participants and spent 15 years in sales training & development at GSK. For five years Javed was head of Training & Development for Pakistan, Iran and Afghanistan at GlaxoSmithKline. Javed is an enthusiastic trainer and a passionate coach with a striking motivational style of facilitation.

WORKSHOP CONTENTS

- Introduction
- Coining a definition of Coaching
- Benefits of Sales Coaching to individuals, sales managers & organization
- Key competencies of an effective sales coach
- Process of Sales Coaching:
 - Preparing to coach
 - Building trust & inculcating learning environment
 - Inviting feedback by asking insightful questions
 - Giving constructive feedback with examples/evidence
 - Commit to take actions
- Enabling performance improvement
- Field Coaching Tool



WHO MUST ATTEND

- Field Managers
- First / Second Line Sales Managers
- Zonal / Regional Sales Managers
- Area / District Sales Managers
- Sales / Field Training Managers



WORKSHOP OUTCOMES

By the end of this workshop, participants will be able to:

- Understand to differentiate between Sales Manager, Sales Leader & Sales Coach
- Understand the sales coaching & coaching techniques
- Explain the benefits of sales coaching for individuals, the team and organization
- Set developmental objectives, evaluate & diagnose the coaching issues.
- Apply coaching techniques and process to motivate team members for their professional development.
- Understand the importance of coaching for developing the sales performance of team members for achieving their business objectives.

WORKSHOP DETAILS

Venue: HotelOne, Lahore

Date: April 07, 2011

Time: 09:00 – 17:30

Last date for Registration: April 05, 2011

HOW TO REGISTER?

E.mail or Fax your nomination(s) to:

E.mail: register@r-act.net

Tel: 042-35210038

Cell: 0322-4507443

Website: www.r-act.net

** Certificates will be awarded at the end of the workshop. Also includes course material, lunches, refreshments and business networking*

WORKSHOP INVESTMENT

For 1 Nomination - **Rs. 8,500/-**

For 2 or more – **Rs. 7,700/-** each

If, 4 Nominations – 5th Nomination Free

Special discounts on:

→ 10 % Discount on Registrations before March 20, 2011

→ 10% Discount for R-ACT Alumni

* Workshop Investment is Exclusive of all Taxes

R-ACT reserves the right to change time, date and venue