

# Effective Sales Coaching and Mentoring

## Objectives:

By the end of the program, participants will be able to:

- Understand the importance of coaching in improving results.
- Greatly enhance sales staff performance.
- Raise job satisfaction levels.
- Enhance the interpersonal and sales staff skills.

## .This Program is designed for:

People who supervise staff, sales staff who want to improve their leadership skills, sales managers and trainers.

## Program Outline

### Sales Management Competencies

- Sales Competency Based Training

### Coaching

- Why Sales Coaching?
- How to Coach the Sales Force
- What Do Sales Coaches Do?
- Sales Aerobics Exercises
- Critical Success Factors of Sales Coaching
- Coaching Models
- The Process of Coaching

### Effective Coaching

- The Coaching Conversation and The Role of Feedback
- Key Aspects of Coaching
- The Sales Performance Meeting
- Emotional Intelligence in Coaching
- Questions for Evaluating Representatives
- Phone Coaching
- Results-based Leadership
- Developing a Coaching Planner
- Masterful Coaching

### Mentoring

- Proving Mentoring Support to a Colleague
- What is a Mentor?
- Purposes of Mentoring
- Characteristics of a Good Mentor
- The Mentoring Process
- Mentoring Relationships

**For any further information please contact us at:**

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