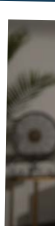




SALES COACHING EXCELLENCE

Bingeworthy Training™ from  SPARXiQ



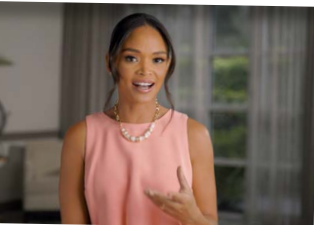
BUILD A CULTURE OF BETTER SALES COACHING

Sales managers wear many hats. As much as they want to designate their time to develop their teams, competing priorities often get in the way. Managers want to coach their teams to success, but few have been given the frameworks to do so effectively.

To maximize sales leadership performance, SPARXiQ's Sales Coaching Excellence program provides a solid framework with actionable approaches for sales managers to develop sales professionals.

8 VIDEO MODULES + Workbook

- 1. INTRODUCTION** to Sales Coaching Excellence
- 2. SALES ANALYTICS:** How to Use Sales Analytics to Determine Where to Spend Your Coaching Time
- 3. ROAM ANALYSIS:** How to Use ROAM to Analyze What to Coach & Benchmark Against Best Practices
- 4. SOLUTION DESIGN:** How to Use Performance Analysis to Determine the Best Performance Solution
- 5. FIELD TRAINING:** How to Conduct Field Training
- 6. SALES COACHING:** The Sales Coaching Model
- 7. SALES COACHING:** Leading Individual Coaching Sessions
- 8. CREATING A COACHING CULTURE:** How to Implement a Cadence of Coaching



Sales Coaching Excellence covers the basics of sales management and provides depth into the most critical areas of transforming managers into coaches.

Develop Your Sales Talent

Give your sales managers the fundamental tools and models they need to develop their teams. Identify which areas represent the best opportunities for improvement as well as the right way to facilitate the changes needed. Then train and coach to improve daily sales behavior.

Create a Coaching Culture

Make it a standard practice to integrate coaching activities into daily, weekly and monthly workflow. Sales coaching involves the process of “diagnose,” “plan,” “do,” and “review.” This skill model is key to disciplined coaching execution.

SALES COACHING **EXCELLENCE**

**Arm your managers with
skills and frameworks to enable
lasting performance.**

Self-Paced Assignments

Engaging on-demand content delivered at your manager's pace with no significant out-of-office periods.

Real-Time Virtual Sessions

Want to dig deeper? Upgrade to allow your managers to participate in a series of 60 to 90-minute, real-time virtual sessions with an expert instructor to ensure concepts and applications are fully understood.

Learning Support

A variety of digital support tools and guides help managers apply powerful approaches in everyday coaching scenarios with their team members.

Learn more at SPARXiQ.com/Sales-Coaching-Excellence

