

COACHING TIPS FOR SALES MANAGERS

Welcome to a whole New Business World.

To succeed in today's tough marketplace requires the entire sales team to do much more than sell products. Today, our clients are looking for professionals who act like advisors - individuals with information they value. To deliver on this expectation, Managers must be great coaches.

WHY? Because Managers manage HUMAN ASSETS.

It is your job to develop these assets. It is your job to continually evaluate your people and decide what level of intervention and assistance is required. A Manager must be good at assessing the "**ROY Factor**". ©

DEFINITION OF R.O.Y.: The ROY factor is the '*Return on YOU*' process.

Because each person on your team will require your some of your time, it is critical that you assess WHO will best be served by your COACHING time.

Question: Yet, which players do you invest in?

Answer: The ones who have potential. The ones open to your COACHING.

THREE CRITICAL INGREDIENTS must be present for coaching to succeed:

1. A positive and respectful relationship must exist between the Coach and the Player.
 2. The Player is open to coaching and is *coach-able*.
 3. The Coach puts in place a GAME PLAN that is S.M.A.R.T.:
 - SPECIFIC - clear expectations that include check backs and adjusts,
 - MEASURABLE -tangible behaviors or process to be evaluated,
 - ATTAINABLE - the person is able to do it,
 - REALISTIC - the possibility of success is high,
 - TIME STAMPED - timeframes are clear
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Get ready to coach. The following form is a good place to start. For more information call Anderson & Mitterling @ 619-435-5706.

