

Strategic Selling® Coaching

Program Overview

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The key to the long-term success of your sales development initiative is management execution. *Strategic Selling® Coaching* helps sales leaders, managers or mentors provide individual sales professionals the necessary mentoring and guidance to ensure the principles of *Strategic Selling®* enable your team to win business consistently.

Strategic Selling® Coaching provides organizations with the support tools to reinforce, analyze, and provide feedback to their sales teams on this opportunity analysis process.

This program gives you the confidence to quickly assess Blue Sheets to coach your sales force to improve productivity. Understanding Single Sales Objectives will help pinpoint areas where your salespeople should concentrate their efforts for greater efficiency. You'll be able to identify discrepancies between where your sales force is and where they need to be to achieve results.

What You'll Learn

- Establish a framework for reinforcing and coaching to a common language and a consistent sales process.
- Lead Blue Sheet Reviews that provide valuable insights and uncover Strengths to be leveraged and Red Flags to be minimized.
- Identify critical selling behaviors and opportunities where hands-on coaching will deliver the greatest returns.
- Document sales best practices so successes can be repeated.
- Use common vocabulary to facilitate better communication of action plans with timetables.

Is *Strategic Selling® Coaching* Right for You?

This program is designed for anyone supporting sales best practices and responsible for helping their account teams execute key selling and account management strategies. From individuals seeking a deeper understanding of the *Strategic Selling®* process to sales leaders responsible for implementation and adoption, all *Strategic Selling®* alumni can benefit from this advanced course.

If your organization is trying to address any or all of the following, then *Strategic Selling® Coaching* may be the right solution.

- Implement on-going reinforcement of the *Strategic Selling®* process.
- Improve comprehension of the program concepts.
- Increase consistent use of the Blue Sheet tool.
- Enhance the value of Blue Sheets with one salesperson or the entire team.
- Reinforce the selling behaviors and activities that move sales opportunities through the funnel.

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You will leave *Strategic Selling® Coaching* knowing how to coach, reinforce, and inspire the following opportunity management strategies and tactics with your team.

Program Workshops

What's Working

Identify how to reinforce and support those elements of the Strategic Selling process already working in your organization.

Develop corrective actions and strategies to address areas of the process not currently working or causing challenges.

Blue Sheet Pitfalls

Learn to identify common discrepancies in a Blue Sheet and possible areas for coaching.

Blue Sheet Analysis

Identify missing, inconsistent, or uncertain information on real, active Blue Sheets to determine coaching for individual salespeople.

Blue Sheet Guidelines

Develop guidelines for salespeople to determine when a Blue Sheet should be completed or reviewed and when to gather the team to conduct a Blue Sheet strategy session.

Selling Behaviors

Identify positive selling behaviors desired of your salespeople and determine where coaching is needed to increase or improve use of those desired behaviors.

Blue Sheet Reviews

Learn a process to prepare for and conduct team or individual Blue Sheet Reviews.

Develop comments and questions around your salespersons' Blue Sheets in order to reinforce or develop positive selling behaviors.

Coaching Strategy

Create a coaching strategy for each salesperson based on their current use and understanding of the process.

Help salespeople learn to focus on developing strong Action Plans to move opportunities to close and increase the probability of meeting their revenue goals and objectives.

Implementation and Action Plans

Create an action plan to implement the processes and tools developed in this program and to increase adoption and understanding of the process and concepts.