

# One 2 one sales coaching keeps your sales personnel focused, motivated and improves their overall sales and planning skills.



## How will 121 Sales coaching improve Sales Results?

**121 sales coaches** work with your chosen sales personnel to create outstanding sales results. A **121 coach** will push, challenge, and demand more of your sales personnel to break through your sales targets, make more commissions and profit for the business, and to take their life and career to the next level.

## Designed to sell

Direct selling requires a unique and tailored sales process based around sales technique and people skills. The way the sales person approaches the sale needs to be well thought through to maximise their chances of a successful close. A coach works with the individual, taking a holistic approach to cover every angle. By analysing your business needs, sales scripts, how individuals open conversations with the prospect, respond to client objections and deal with presenting cost coaches can open new horizons and options releasing mind blocks. Successful sales people need a positive mindset and inner self-belief, which is why coaching, is so successful. Coaching develops an environment of trust and rapport allowing self-confidence to grow and with confidence comes success.

## How Does Sales Coaching Work?

Sales coaching is different to attending a course. Sales coaching is an ongoing activity that keeps sales personnel motivated and on top of what they need to do. A one-off course is great for a short term refresher or motivation burst however, the Sales person is then back on their own and left to their own devices, maybe to fall back to old habits.

Sales Coaching is also very cost effective as it can be carried out on the phone and by email so you only pay for the time the coach is working and motivating the individual. Once you have decided to use a **121 coach you will** agree on the number of sessions that you require and which mode of communication you would like feed back on, the same exercise is also agreed with the Sales individuals identified for coaching. Management feed back sessions are normally once a month or quarterly depending on your needs. Sales coaching can be carried out every morning for a month to agree action for the day or weekly. - the choice is yours!

In between each session the coach will be "on demand" as we offer you unlimited email coaching. You and your sales team can email their coach at anytime for advice and guidance. Just imagine having a sales coach that you could email for some tips and expertise before they make that difficult visit!

## Increase Your Sales Team's Performance Starting Today

Please call or email us to discuss your requirements. You are under no obligation at any stage and we are happy to advise on which options and packages would be of most benefit.

email: [yvonne@121businesscoach.com](mailto:yvonne@121businesscoach.com)

phone: 0044 788 169 4333

"Coaching is the hottest thing in management"

*Fortune Magazine*

The **SMART** way to do business

# 121 business coach

