

## A process to ensure the implementation of new sales skills

Companies today require a return on investment for all training investments. Training just to motivate employees is not enough. It is increasingly important to demonstrate that the skills taught within the training program are being used on a regular basis. Research indicates that lasting change in sales skills can only be achieved through the effective coaching by sales managers to help salespeople apply the adequate skills consistently.

*Sigma Delta - Coaching* is designed to help them cope with this challenge, finding those who can reach the desired level and developing them to ensure that the investment in training and coaching time are recovered by the results.

*Sigma Delta - Coaching* is a seminar aimed at experienced business managers, who need to help their salespeople to apply new sales skills and techniques. The goal is to understand the current behavior of the people and their potential to improve, and to study what are the best ways to establish a coaching plan, combining coaching for observed and unobserved sales meetings, how to properly convey the feedback, and how to adapt the coaching style to the maturity of each salesperson.

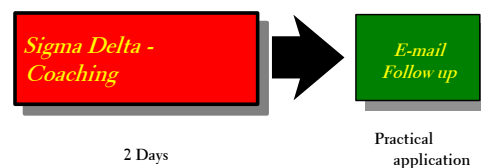
Participants will leave the workshop with a methodology that will help them to:

1. Understand the importance of the task of coaching for the salesperson
2. Choose the most suitable salespeople to optimize the investment of time and resources used in coaching
3. Understand the theory of coaching and its importance in the development of the employee
4. Establish a coaching plan and communicate it to employees.
5. Perform data collection for coaching and the importance of the establishment of models for coaching
6. Carrying out a coaching meeting.
7. Give feedback in a way that supports the motivation to change
8. Closing a coaching meeting with an agreed and specific action plan.

Companies who implement *Sigma Delta - Coaching* will get a clear process that will ensure that the initial training seminar is not an isolated event, but that it will become a fundamental part of the development process of the employee.

## Implementation.

The *Sigma Delta - Territory development* program is a series of workshops and practical applications to day-to-day situations. Participants acquire the basic knowledge and methodology during the initial two-day seminar. They then use their knowledge in their daily work aided in their application of the methodology by additional processes and documentation.



## Programme contents.

1. **Introduction** - the goal of this module is to create a proper climate for learning among the participants, while positioning the group and their individual needs.
2. **Theory of coaching** - considers the reasons for coaching, different personal styles and the possible effects on the coaching interactions, the various stages of maturity in performing tasks and the appropriate coaching style for each stage.
3. **Coaching techniques** - a guide to when, where and how to give coaching.
4. **Opening the coaching session** - How to open the coaching session in an efficient manner, promoting a dialogue on development
5. **Feedback model** - How to transmit information on the behaviour without provoking argument and stimulating motivation.
6. **Closing the coaching session** - How to close a meeting with an agreed and specific coaching action plan
7. **Standards** - What are the bases for giving objective feedback, and how to set the appropriate behaviour models.
8. **Who?** -How to prioritize and select coaching program participants in such a way that we maximize our investment of time and resources.
9. **Implementation** -establish and agree guidelines to be followed by the *Sibelius* client for the implementation of *Sigma Delta – Coaching* methodology and process successfully.

## Instructional Methodology.

The *Sigma Delta - Coaching* program uses:

- *Work on the real territories* to ensure a rapid application of the concepts introduced and give real value to the work carried out during the seminar.
- *Structured work groups and exercises* to reinforce the program concepts.
- *Verbal and written 'Feedback'* from different perspectives to give participants an unusual and valuable perspective of their *Sigma Delta - Coaching* plans.

## Program delivery.

The *Sigma Delta - Coaching* is designed to be delivered by **Sibelius** instructors.

## Participant Material.

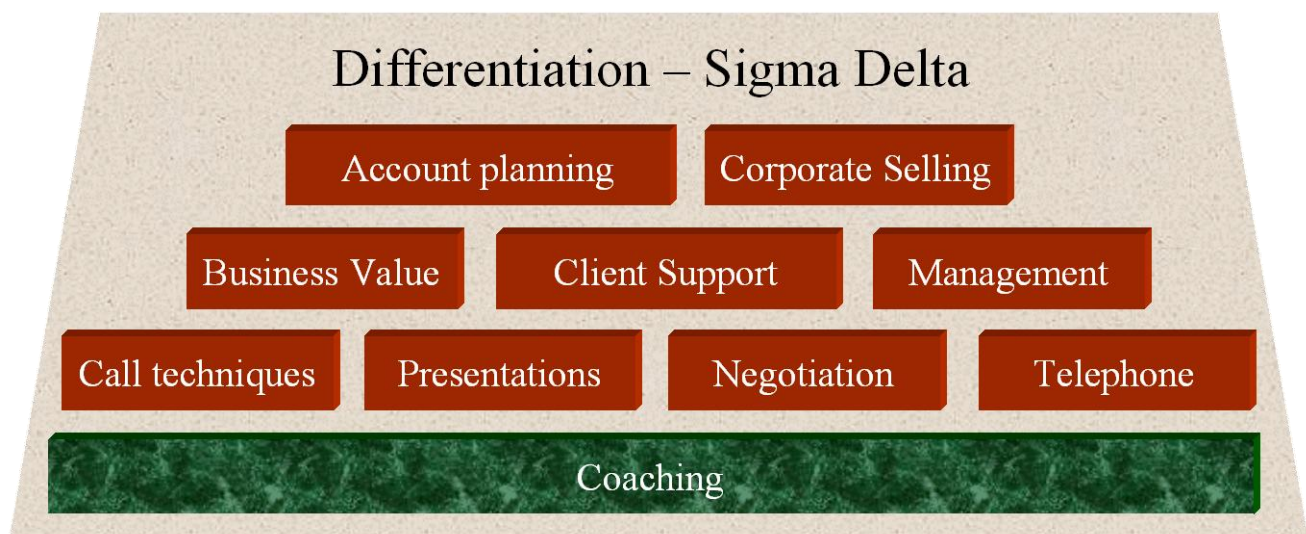
- Participant workbooks
- Laminated skill guide card
- *Sigma Delta - Coaching* plans
- Participant tent cards
- Practical case study materials
- Diplomas

## **Sibelius Consultoría de Ventas**

**Sibelius Consultoría de Ventas** is a company specialised in the change process of sales organisations. Our clients, using our methodologies, carry out training processes carefully designed to achieve profound changes in their customer relationships. They never stop training... that is why they are successful.

The best coaches analyse their teams, know their strong and weak points, and establish improvement objectives. They elaborate specific action plans, individually and collectively, directed to meet those objectives. They program training sessions to improve strategies and game processes. After each game they analyse closely the plays, individually and as a team and provide advice, coaching and continuous motivation.

In the same way that the best coaches our processes study the entire sales cycle of our customers, together with the buying cycles of their customers, to discover the areas where improvements can be made in sales and in the relationships, achieving a constant improvement both in the sales teams and the results.



The programs that form part of the implementation processes of Sibelius are created by multinational companies dedicated to research, development and improvement of sales programs, covering all the needs that companies may have today to sell their products and services.

The effectiveness of **Sibelius'** processes is demonstrated by the results obtained by their clients, clearly superior to those obtained just by giving training courses.

If your company needs to improve sales and customer relationships, do not hesitate to contact us.