

# Critical Sales Coaching™ Skills

## How Top Performers Sell

Today's salesforce requires new strategies and approaches to successfully coach and develop. To build a high-performing team, your sales leaders need Critical Sales Coaching Skills.

Critical Sales Coaching Skills is a proven coaching methodology that teaches sales leaders to diagnose coaching needs, develop effective individual messaging, and craft action plans tailored to each of their direct reports.



## Benefits of Critical Sales Coaching Skills

- **Gain the skills to effectively coach sales professionals** in attaining and sustaining high sales performance
- **Quickly discover a process to determine who to coach, what behaviors to coach,** and how to coach team members
- **Create coaching messages that target performance issues** to drive behavior change and sustainment
- **Loop organizational leaders into coaching activity results** using a systematic process for tracking and reporting critical coaching activities

**25%**

More than 25% of sales managers' time is spent coaching their reps. With a quarter of time spent coaching, it's critical to make sure it's done well.



## Quick Facts

### Perfect for

- Sales Managers
- Sales Executives

### Workshop Length

- 1-day or multi-day format

### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification
- Public Workshop

### Program Objectives of Critical Sales Coaching Skills

- Discuss the value of **coaching to drive performance development** and achieve critical business objectives
- Determine **who to coach and how to prioritize coaching efforts**
- **Examine and apply the M3 Sales Coaching System** to establish a consistent and high-performing coaching culture
- Determine what to coach by **identifying performance gaps between current performance** and desired performance
- Plan for and **execute highly effective coaching conversations** by tailoring messages to critical issues
- Implement a proven **performance management strategy** to sustain results long-term

### Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### Reinforcement

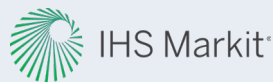
Take advantage of our turn-key and hands-on training reinforcement solutions.

#### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

"Our managers are having better one-on-ones. They have better sales management meetings and are engaged on a different level than before. My expectations working with Janek have been exceeded and we're very happy with the partnership we have with them."

**Bret Nelson**  
Director of Sales Strategy  
IHS Markit



"Critical Sales Coaching has been very positive. It's an important component to the Critical Selling model, because if your sales leadership team is not prepared to coach, they're not able to have the full impact of Critical Selling itself."

**Donnie Purto**  
Sr. Director of Sales Training  
Natera



## About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

### Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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