

# Send me in coach...

A low key (but structured) approach to building the Grote field sales team.



# Coaching is Facilitating... It is not a lecture course.

It can be **mutually beneficial**, but only with a sender and a receiver.



# Coaching is ALWAYS Positive... Even when it is negative.

- ALWAYS:**
- + Respect Individuality
  - + Provide Vision & Clarity
  - + Immediately Confront Problems
  - + Be Consistent and Predictable
- NEVER:**
- Let Good Go Unnoticed
  - Let Bad Go Unmentioned
  - Let Them Decide the Agenda

# Coaching is ALWAYS Positive... Even when it is negative.

- Critical Questions for You:

Do you know (precisely) what you want?

Have you identified the potential obstacles?

# Wade's 2 Minute Drill

(Thank you, Ara.)

## Contributive vs. Critical Observation

- **Observe...** “This is what I saw...”
- **Response...** Transition from I to We
- **Remind...** “This is what we need to do...” “
- **Solve...** “What can I do to support you...”
- **Agree...** The critical buy in to “we”

# The Sales Coaching Respect Building Skill Set

- Fact Based: Evaluation  
Confrontation  
Probing
- Alliance: Absolute Preparation  
Self Disclosure  
Immediacy
- Closing: Summary & Follow-up

# Coaching the 6 Natural Gifts of the Very Best Salespeople

- Research indicates the very best salespeople are not only motivated, but also "smart" in specific areas.
- This does not refer to normal intelligence (I.Q.).
- **General intelligence has little correlation to sales success.**
- The best salespeople possess a unique type of intellect that leads to both sales success as well as high achievement.

# Coaching the 6 Natural Gifts of the Very Best Salespeople

## CONCEPT ASTUTENESS...

This is an individual's ability to work effectively with logic and numbers.

Grote is focused on helping customers increase sales, decrease costs, and achieve competitive advantage (all concepts).

Salespeople who understand how to translate these goals in a **way that impacts the profitability of customers** understand how to quantify their value.

Conceptual ability is almost impossible to teach and is often a "natural gift"... ultimately, this is a recruiting issue.



# Coaching the 6 Natural Gifts of the Very Best Salespeople

## INTERPERSONAL INTELLIGENCE...

Top salespeople do not take rejection personally (they do not take a "no" personally, nor will they become defensive at rejection).

**They will continue to prospect for new business in the face of adversity.**

In essence, this is a measure of the "thickness of one's skin". This is tough to teach.

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## WORD INVENTORY

This is an individual's ability to learn in a verbal environment, speak clearly and compellingly and understand exactly what a prospect or customer is conveying.

This also indicates how effective a salesperson will be at adapting to new challenges, sorting out best opportunities, and creating a logical success plan.

**Technical situations rely on some of the highest vocabularies. Insist on clarity and precision.**

# Coaching the 6 Natural Gifts of the Very Best Salespeople

## IDEA GENERATION

This is an individual's ability to come up with creative solutions to problems quickly.

This leads to "on the spot" ideas that gain minor **customer commitments** that advance the selling cycle forward.

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## EXPRESSIVE SPONTANEITY

People who excel in this aptitude have a tendency to be "quick on their feet".

**They have a strong need to express themselves.**

This aptitude is most closely correlated to the critical influence competency.

# Coaching the 6 Natural Gifts of the Very Best Salespeople

## MOTIVATION

Top salespeople are highly motivated and are predisposed to take on those activities that predictably produce high sales.

High achievement is the critical intrinsic drive that fuels their individual initiative.

**Motivation is often a function of talent.**

In effect, "talent" actually is the spark plug to increased motivation - not necessarily the reverse.

# Send me in coach...

- Communicate
- Empathize
- Innovate
- Educate
- Communicate Some More

