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How to Coach Your Sales Team “Inside the Sales Funnel”

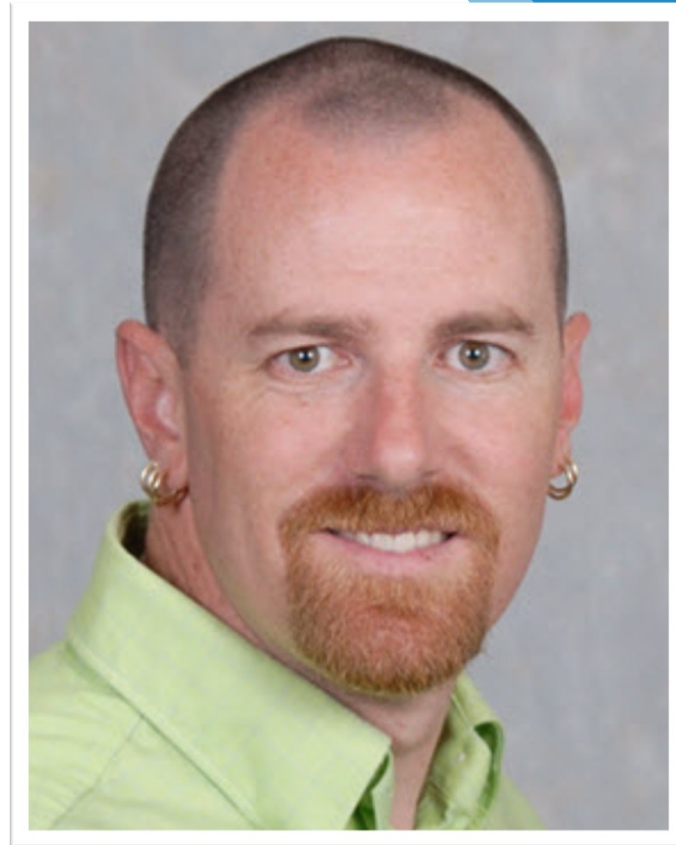
Tim Hagen, Sales Progress

March 13, 2013

Moderator

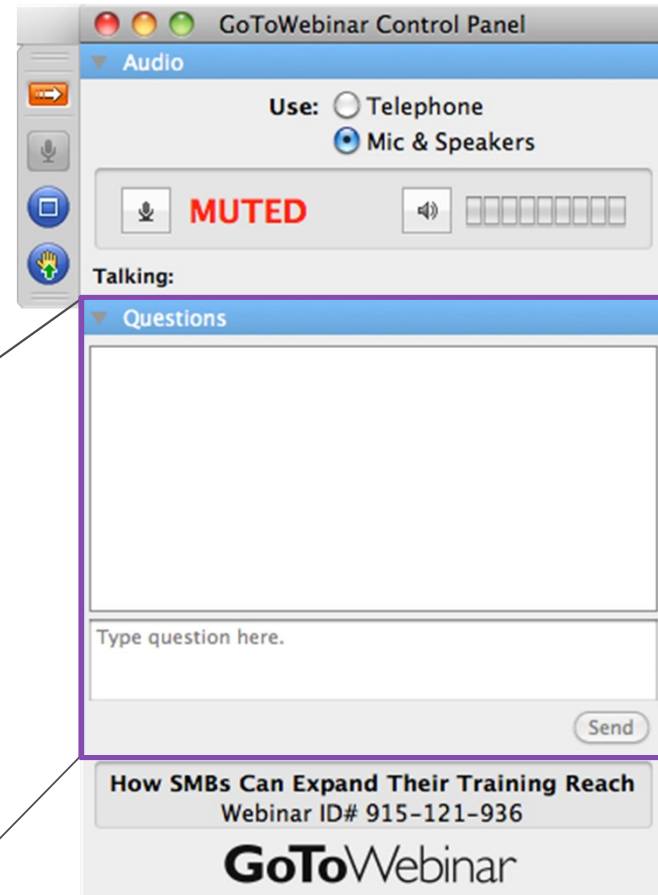
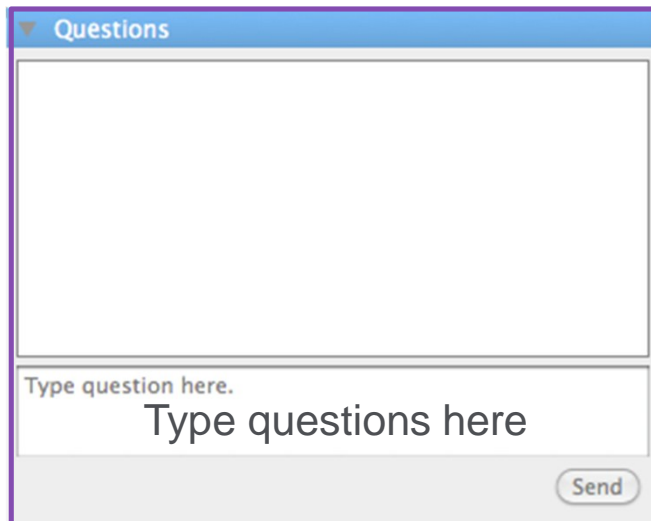
James Hilliard

Hilly Productions



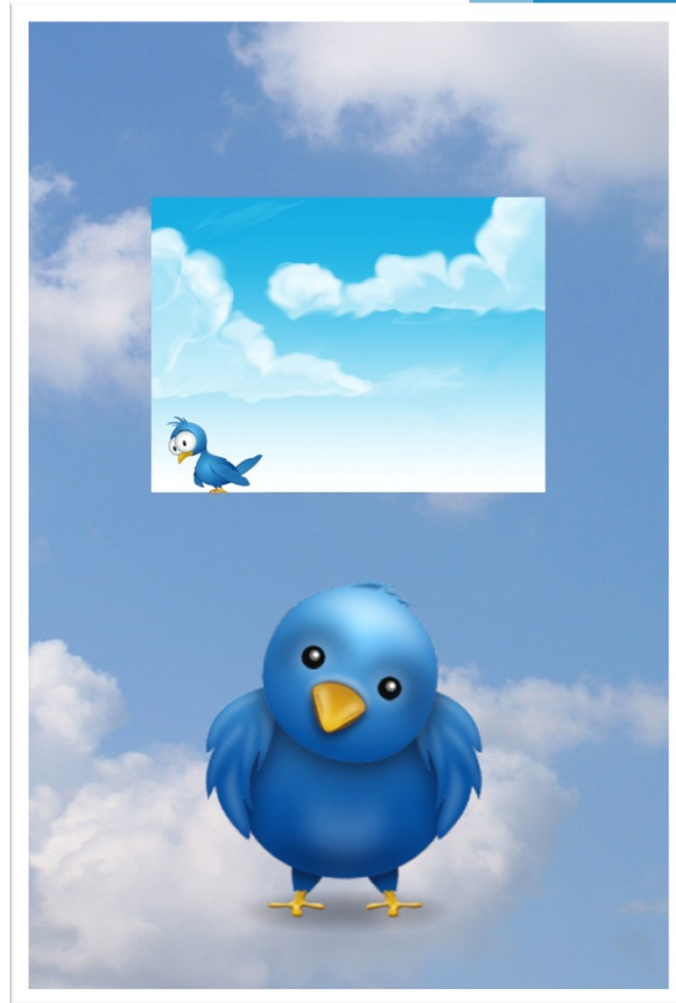
Q & A

Text only questions
and comments



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Presenter

Tim Hagen

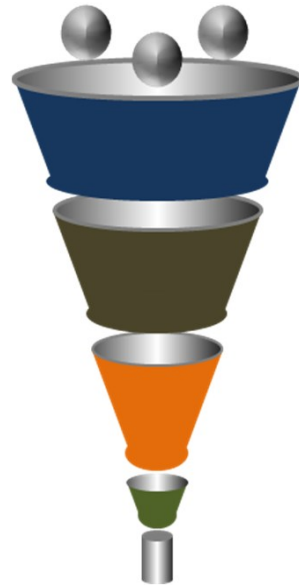
Founder
Sales Progress



Coaching Inside The Sales Funnel

Presented by:

**Tim Hagen, President of Sales Progress
(A Training Reinforcement Partner Co.)**



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Brief Introduction

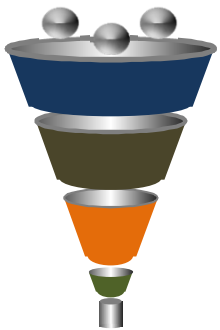


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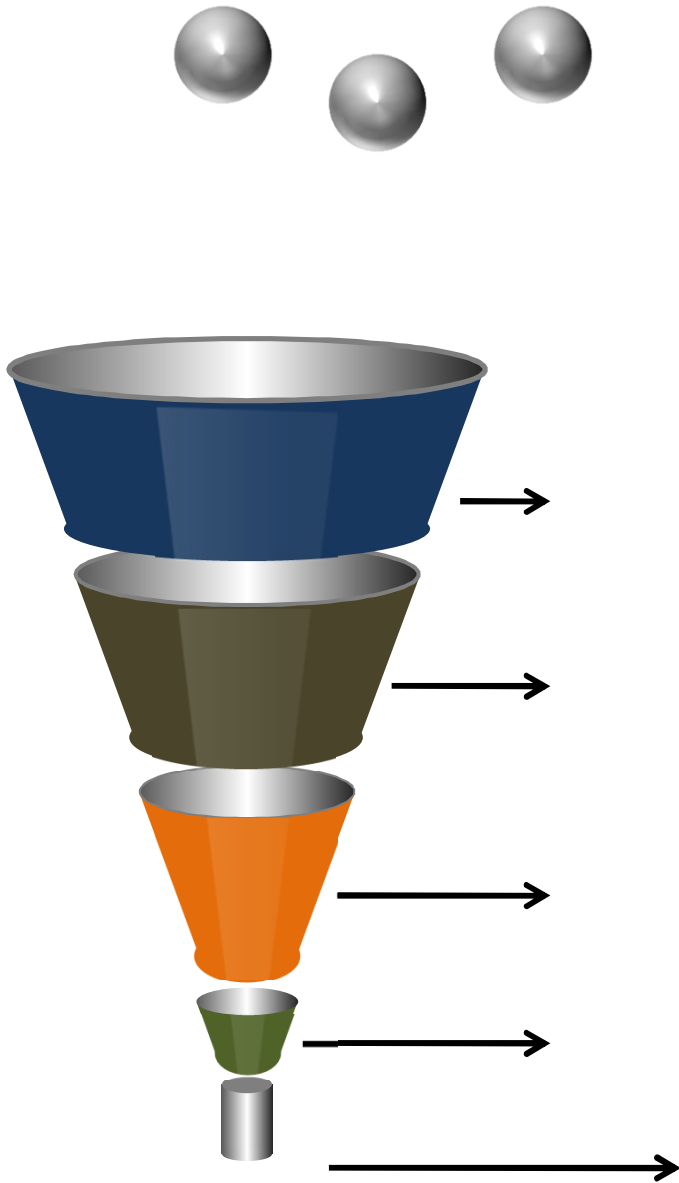
IV. Typical Reactions

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What is a Sales Funnel?



Stage 1: *Prospecting*

Stage 2: *Needs Identification*

**Stage 3: *Proposal Generation
& Delivery***

Stage 4: *Negotiation*

Stage 5: *Closing*

Research

The following research reveals some very straightforward evidence of why organizations need to coach:

“Engaged employees can yield up to 57% more discretionary effort when they are engaged with their manager”

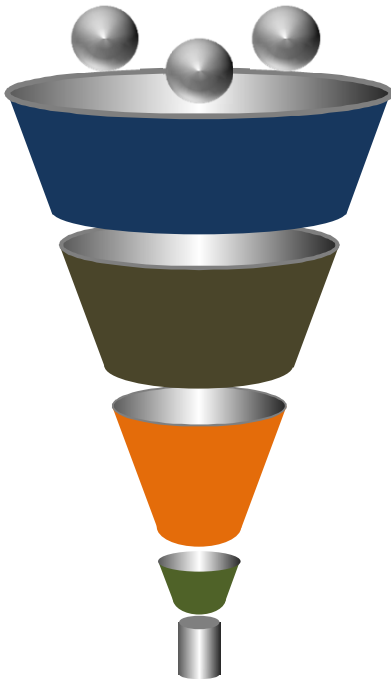
~Corporate Leadership Council (2007)

“Training + Coaching led to an increase of 88% in productivity, versus 23% from training alone”

~Centre for Management and Organizational Effectiveness

“96% of managers believe coaching should be available to every employee, regardless of seniority.”

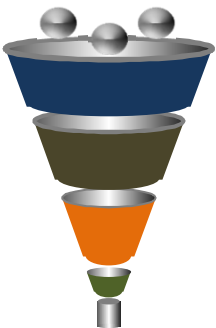
~Chartered Management Institute and Campaign for Learning (May 2002)



Why Sales Coaching?

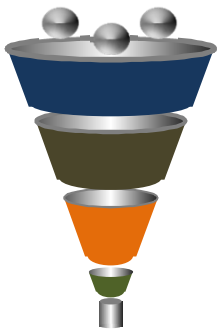
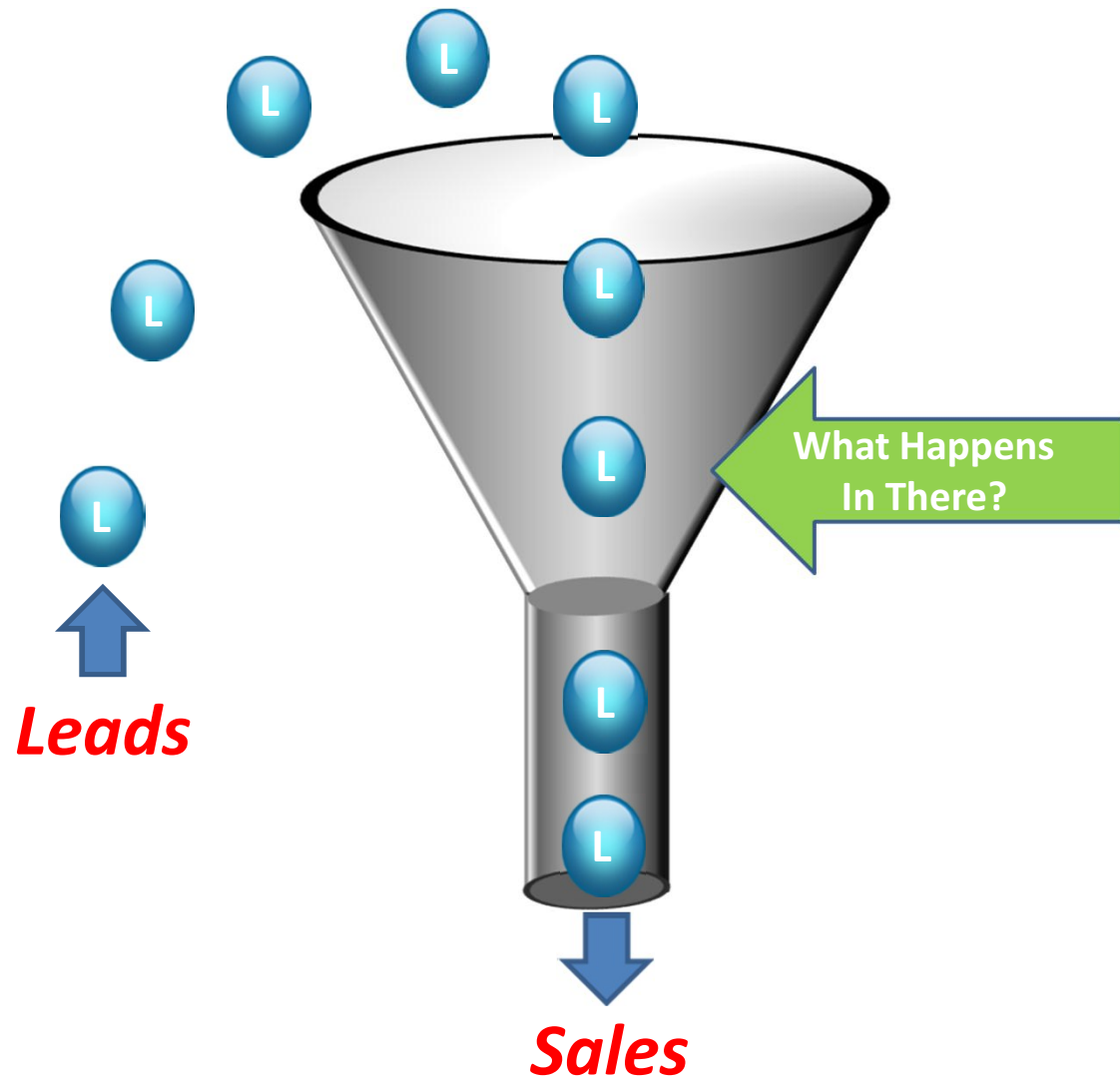
Here is a list of reasons why organizations need to create a coaching culture:

- Increases employee retention.
- Allows a manager to get a close up look at employee's work and solve real world challenges.
- Supports better succession planning due to talent growth.
- Creates an organizational energy.
- Builds coaches within all leadership circles. The more coaches an organization has the more “performance improving” employees they will have.
- A successful business requires employees to constantly be getting better. Organizations who are not coaching do not have this competitive edge.
- Employees who experience an increase in skills and overall work performance naturally become more open to change and challenges.

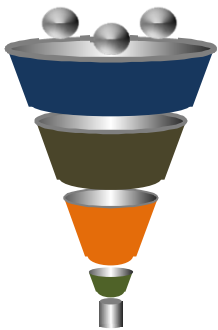


*The Sales Funnel is an often used term to describe the selling process at companies. The challenge has always been we seem to focus on what goes in the sales funnel (**leads**) and what comes out (**sales**); whereas, most of the selling actually occurs inside the funnel.*

What is in the Sales Funnel?



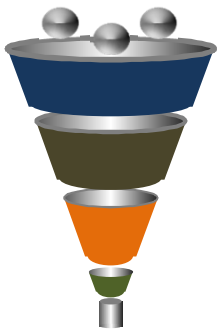
Typical Reactions to Lost Sales?



Typical Stages in the Sales Funnel

Traditional Stages in the Sales Funnel:

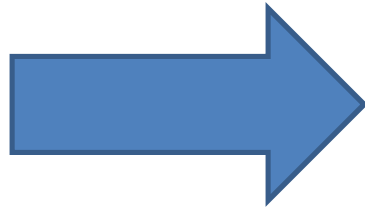
- 1. Prospecting**
- 2. Needs Identification**
- 3. Proposal Generation & Delivery**
- 4. Negotiation**
- 5. Closing**



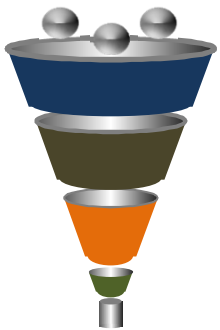
The Tiers of Learning

“High Level Example”

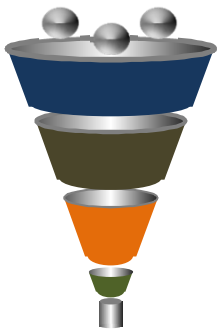
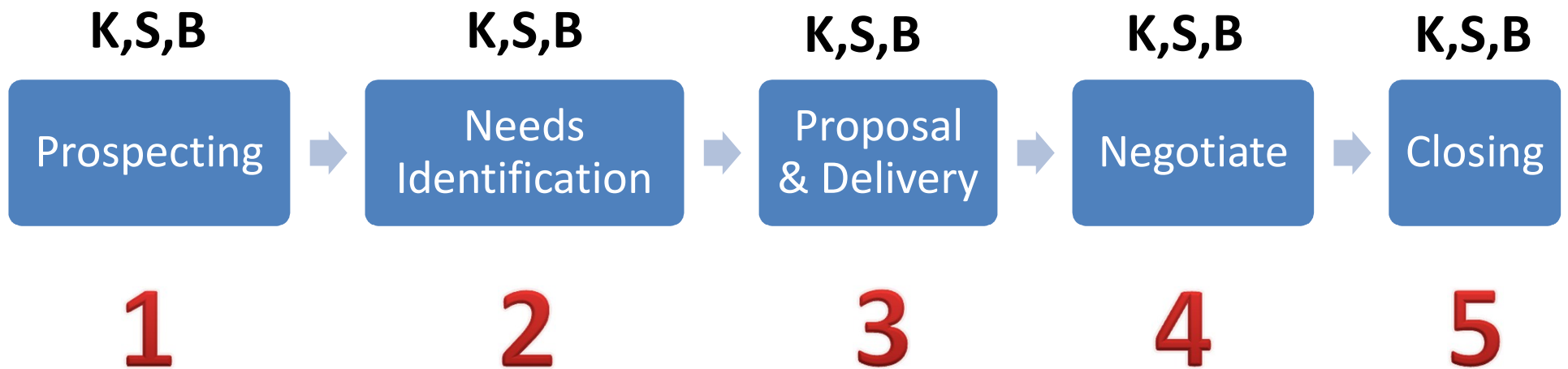
- Knowledge
- Skill
- Behavioral



**Price
Objections**



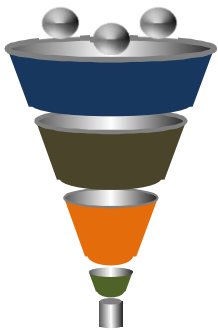
There are multiple attributes in each stage



Question #1

Enter Into Chat

- What is the number one area of performance you wish your sales team would improve inside the sales funnel from your perspective?



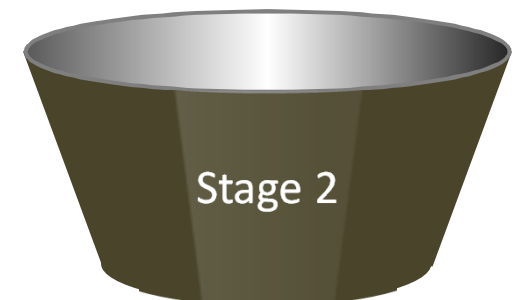
Prospecting Areas

- 1) Cold Calling**
- 2) Using LinkedIn to Generate Referrals**
- 3) Handling Prospecting Objections**



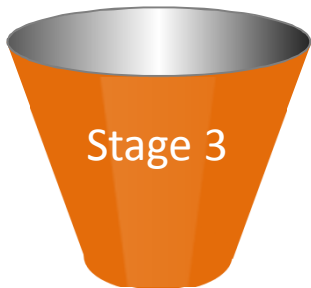
Needs Identification Areas

- **Asking Open-Ended Questions**
- **Active Listening**
- **Maintaining a Dialogue**
- **Note taking**



Proposal Generation & Delivery Areas

- **Document Creation**
- **Writing to the Needs of the Client**
- **Presenting Online**
- **Presenting In person**



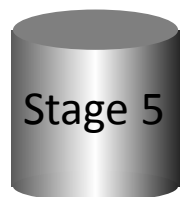
Negotiation

- **Understanding How to Negotiate**
- **Asking for Items in Exchange**
- **Understanding Value Drivers**
- **Being Prepared to Understand why customer is buying**



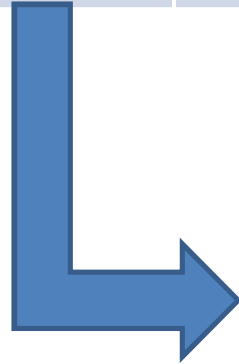
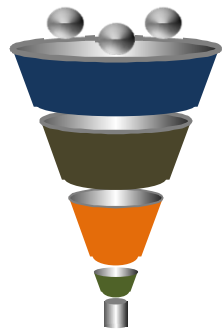
Closing

- **Asking for the order**
- **Removing all objections**
- **Can define buying drivers**
- **Can Identify Strengths & Weakness of Competition and Use Successfully When Closing**



Lets Build Some Functional Requirements

| Typical | Functional Requirements |
|-------------------------|--|
| Cold Calling | Making energetic outbound calls in relentless pursuit of new business and understanding every prospects unique set of needs. |
| Asking Questions | Asking consistently great open needed questions that positions one to gain a distinct advantage |
| Listening | Possessing the ability to actively listen and state back specifically the needs and Reponses customers during every interaction. |

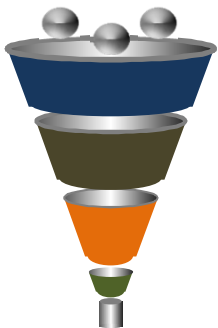


**“Helps Avoid
Assumptions and
Performance
Interpretations”**

The Process of Coaching

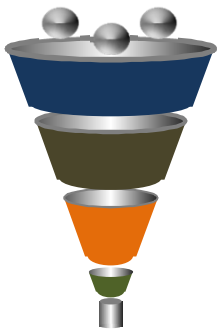
Today's sales managers must possess the strong leadership skills along with the attributes of being a really good coach. The combination of management and coaching attributes are extremely powerful. To have success with coaching you need to remember five things:

- 1) Do not coach for results.**
- 2) Coaching is not about creating results...at least not initially.**
- 3) Coaching takes time and there is no getting around it.**
- 4) The payoff is huge!**
- 5) Coaching is about driving better performance through effort and progress identification.**



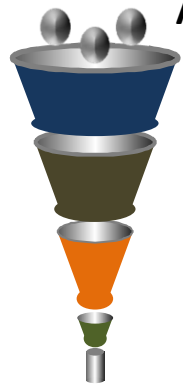
Suggestion # 1: Create An assessment

- Creating Rating Scale Questions
 - Define selling attributes and skills(Divide by K,S,B)
 - Use a 5 Point Scale
- 0 No Concept or Ability.
 - 1 Recognize the concept, but cannot demonstrate any real ability or understanding.
 - 2 Know the concept and could demonstrate ability/understanding at a basic level.
 - 3 Demonstrates level of expertise – answering most questions or providing demonstration of ability.
 - 4 Could teach/demonstrate without flaw or hesitation and answer questions – Absolute Expert.



Management Guidance

Coaching

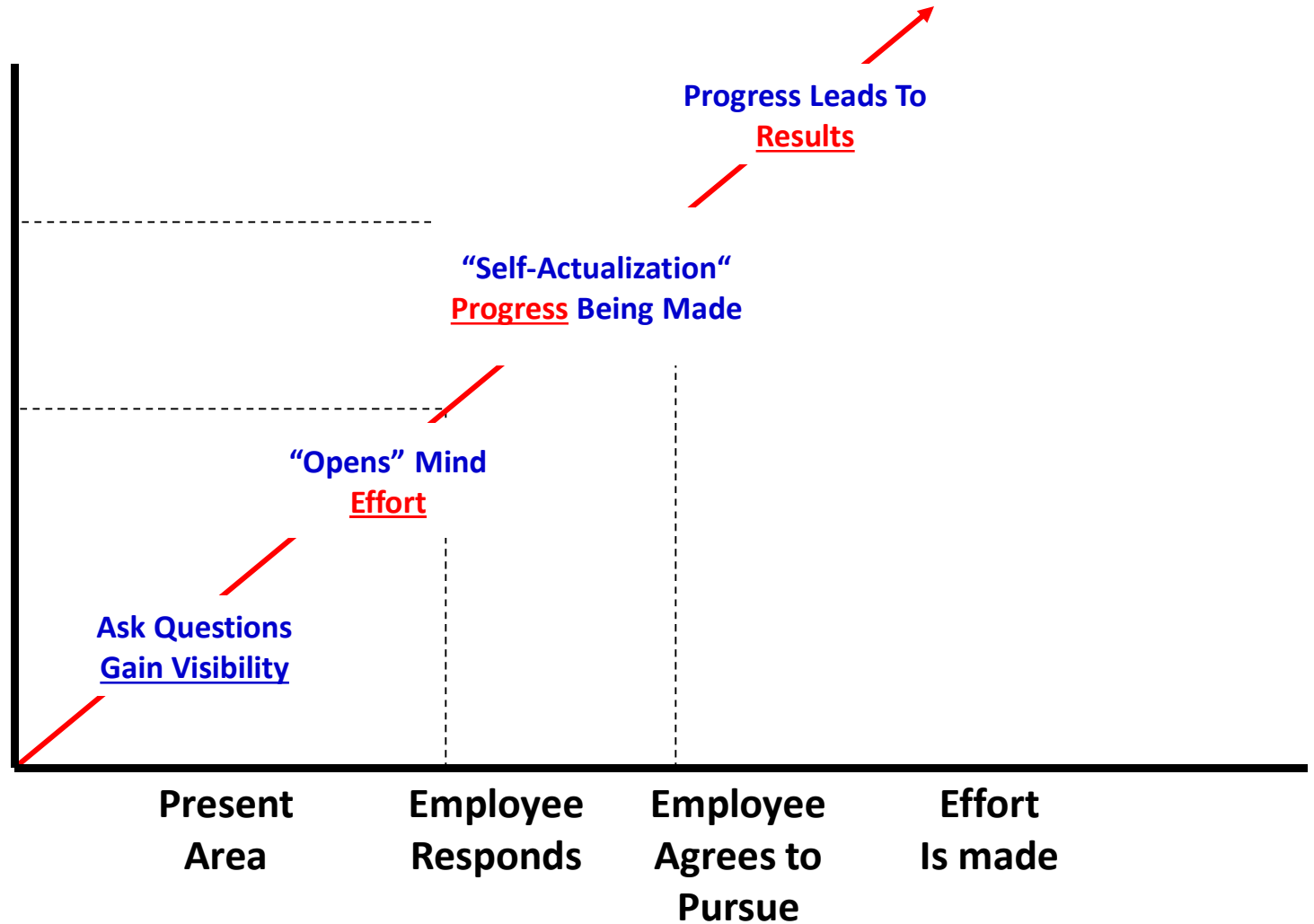


Reward /
Recognize /
Challenge

Demonstrate
Appreciation

LISTEN

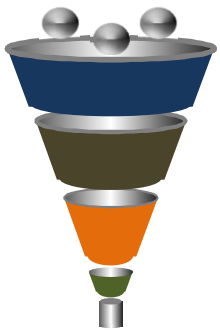
Build
Awareness



Progress Factors

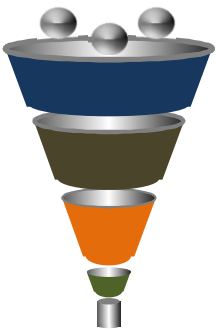
High Level Coaching Suggestions

- **One on One**
- **Peer to Peer**
- **Group**
- **SDL**

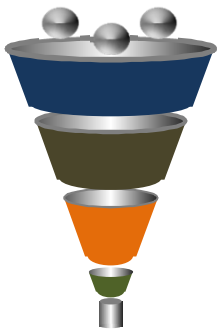


Great Case Study:
Results do NOT Dictate Performance Needs

EVINRUDE[®]
Johnson[®]
GENUINE PARTS

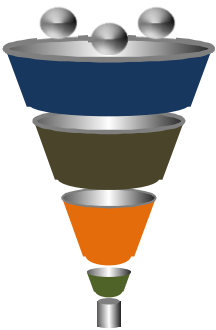


2nd Case Study: We Tend *Label* and *Assume* Based Upon Experience!



Suggested Progression When Coaching

1. Ask Questions
2. Listen ... REALLY Listen
3. Clarify and Suggest
4. Perform Activity
5. Provide A Learning Project Against Their Real World

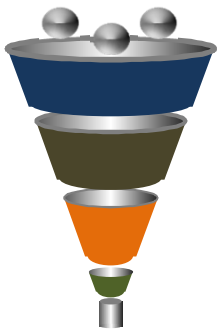




Question # 2

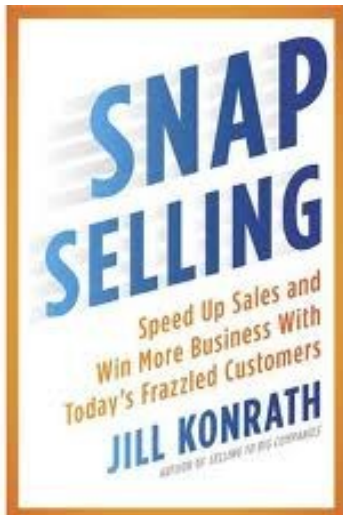
Enter Into Chat

- What is one thing you will take away from today's webinar you will apply with your sales team?

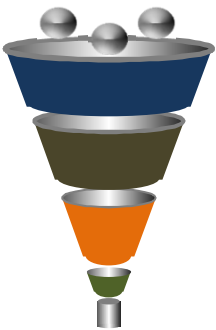


Fun Suggestion

“Use a Book” Inside the Sales Funnel

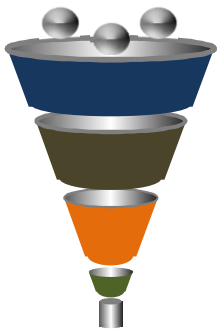


1. Schedule
2. Questions
3. Real World Application



Special Offer

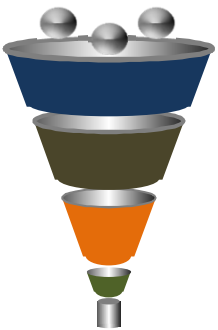
<http://www.salesprogress.com/secondbook>



Summary

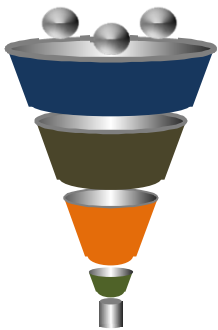
Questions?

Good Luck !



Special Offer

<http://www.salesprogress.com/secondbook>





Contact Us

About Tim Hagen

Tim Hagen founded Sales Progress, a Training Reinforcement Partner Company, in 1997. Tim has authored the Sales Progress Coaching Training System™. This system teaches sales and non-sales leaders how to systematically coach their employees to dramatically higher levels of performance!

Connect with Tim:

Ask About Our “Sales Progress Coaching Training System”
(Where We Build Managers into Powerful Sales Coaches)

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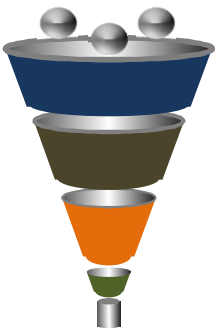
Email: tim@salesprogress.com

Blog: <http://www.salesprogress.com/coaching-leadership/>

Cell: 262-227-8563

Linkedin: <http://www.linkedin.com/in/timhagen>

For more information please visit us at: www.salesprogress.com

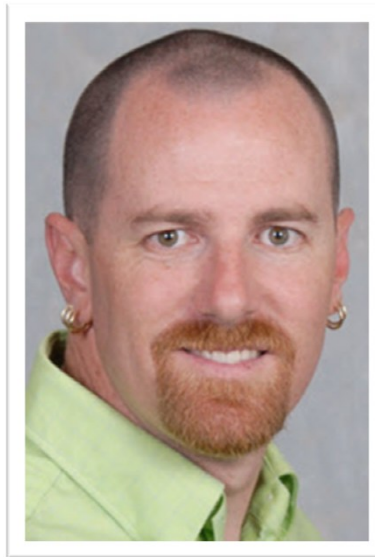


Q & A



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Fill out the survey that opens *after* you leave the webinar





Thank You!

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