

## Coaching for sales performance

By Jane Emmanuel

Sales managers, account managers, business development managers, client managers, sales executives, sales consultants and partners all effectively do the same thing. They sell. Their success is measured by the revenue they generate and the satisfaction of their customers. Their careers depend on achieving sales targets. If they are partners or owners of a business, their company value depends on their success. They are goal oriented.

Salespeople or consultants with sales targets are expected to perform regardless of market conditions, internal reorganisations or the economic climate. It is assumed that the nature of the sales beast will be so driven by success that they will perform regardless of circumstances.

But things are not that straight forward for a lot of organisations. Their 'sales' people come from a variety of backgrounds and may not be the traditional sales animal. Particularly in the IT and communications sector, much of the selling is consultative and relationship base. The challenges facing these people are enormous:

- Clients not spending in a depressed market
- Intense competition
- Demotivation and low morale within companies
- Lost confidence in their organisation
- The pace of technological change
- The impact of mergers, acquisitions, integration and rightsizing
- Redundancies – no job security
- Depressed share prices

And yet how much investment is made in nurturing the true potential of business developers to maximize sales? Experienced sales people or consultants don't need more sales training, they need personal coaching. This applies at any time, but particularly in the current climate. Top class athletes don't need to be taught their sport, but they all have personal coaches.

As a sales coach my mission is to ensure sales people receive individually tailored support to develop their professional skills to their utmost potential, for the benefit of their own careers and their employers. I draw upon 20 years of sales experience in the IT industry so understand first-hand the challenges of new business selling, managing multiple accounts and major account development. My experience of recruitment services, hardware, application products, projects, consultancy and outsourcing enables me to really empathise with my clients and their challenges. Witnessing liquidations, acquisitions, mergers and global transformation, has equipped me to coach in an ever changing environment and a variety of sectors.

The results I aim for are:

- Increased revenues
- Increased customer satisfaction
- More effective use of time
- Improved planning and prioritisation
- Increase confidence and greater self-awareness
- Enhanced motivation and enthusiasm

One-to-one sales coaching is a powerful process. We focus on goals and the actions to achieve them. Conditioned, subconscious thinking is challenged to overcome fears and to push out comfort levels.

We delve into each facet of the sales role and where a change of mindset will have the most impact; communication, presentation and negotiating skills, product and service knowledge, leadership, sales techniques, account planning, team skills, client relationships and political astuteness.

The coaching relationship is unique. It provides the consultant or salesman with a safe, confidential environment to be open and honest with somebody who is 100% committed to the achievement of their goals.

For further information, please contact us on +44 (0)1628 487 708, or email [info@futurecurve.com](mailto:info@futurecurve.com).