

A Sales Trainer's Tips for Coaching a Sales Team

GoSkills online course syllabus

Skill level

Beginner

Lessons

22

Pre-requisites

No prior experience needed

Video duration

58m

Estimated study time

55m 35s

Instructor

Lauren LaForge

Introduction

1 What's sales coaching?

In the same way that a great teacher makes learning fun, you have a chance to intrigue, convince, and even sell your sales trainee all while having them enjoy the process.

The role

2 Sales coaching impact

How can you help people make more money? After this lesson, you'll be able recognize the value of being a sales coach or having one on your team.

3 Managing vs. coaching

Can a manager effectively lead team members to grow and succeed? After this lesson, you'll be able to recognize the key elements of coaching.

4 Sell yourself first

Despite all the unknowns in sales, you have the ability to control many factors of yourself.

Coaching as a manager

5 Setting goals

Where do you begin when identifying goals with your team members?

6 Accountability

How do you know for sure if your team members are achieving their goals?

7 Asking questions

Your team members need to feel that they have buy-in from you as their manager.

Enhance mindset

8

What's more important

Is there one trait more valuable than another in coaching?

9

A winning outlook

Do you know what does it take to be successful? After this lesson, you'll be able to modify your perspective to focus on positive outcomes.

10

Tools to motivate

Seeking out resources to share with your team?

Expand skill sets

11

Improve your team's skill set

How do you choose which skill to start improving? After this lesson, you'll be able to identify and focus on improving one new skill at a time.

12

Identify and improve a skills gap

Sometimes you need to help your team member see their own skills gap.

13

How to teach a new skill

Do you talk through a new skill or demonstrate it with your team?

14

Scripts and talk tracks

What are your top sellers saying?

Healthy competition

15

Engage your team

Use that competitive spirit to help motivate your team.

16

Creative rewards

Is your team exceeding their set goals?

- 17** **Team building**
Game-ify ways to set goals which could lead to more fun with your team.

Your organization

- 18** **Coaching culture**
By taking the time to integrate coaching into your work week you can improve company culture.

- 19** **Levels of performers**
Coaching is possible regardless of status or role at a company.

- 20** **Virtual coaching**
Technology can bridge the gap between you and remote team members.

- 21** **Humility for new managers**
Showing humility towards your team allows for you to more effectively influence buy-in.

Transformation with coaching

- 22** **Transform your organization**
Now that you've watched this course, you should be able to implement a coaching culture for your team members to grow and bond together.

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