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WHITEPAPER

5 Ways to Improve Revenue with the New Sandler® Step by Step Coaching Model





Far too many coaches rely on winging it.

In order to be effective and proficient in coaching, it takes planning, commitment, discipline and patience. The starting point for coaching is a well thought out plan. This Sandler Step by Step Coaching Model is a road map to success.

Step 1

Develop the top 10 sales behaviors for your salespeople

Build a behavior model incorporating the top ten behaviors necessary to drive a salesperson's success. Behavior is activity, therefore, your first job as a coach is to identify the 10 actions your salespeople should be doing on a weekly basis (e.g. prospecting). It's critical that all of your salespeople are working on and expanding their top ten behaviors necessary for success.

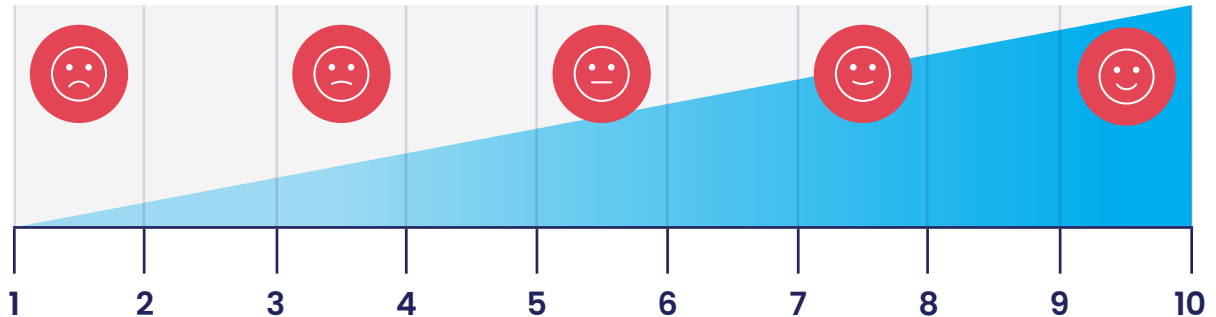
Top 10 Behaviours

- | | | | |
|---|-------|----|-------|
| 1 | _____ | 6 | _____ |
| 2 | _____ | 7 | _____ |
| 3 | _____ | 8 | _____ |
| 4 | _____ | 9 | _____ |
| 5 | _____ | 10 | _____ |

Step 2

Assess each of the sales behaviors on a 1-10 Scale

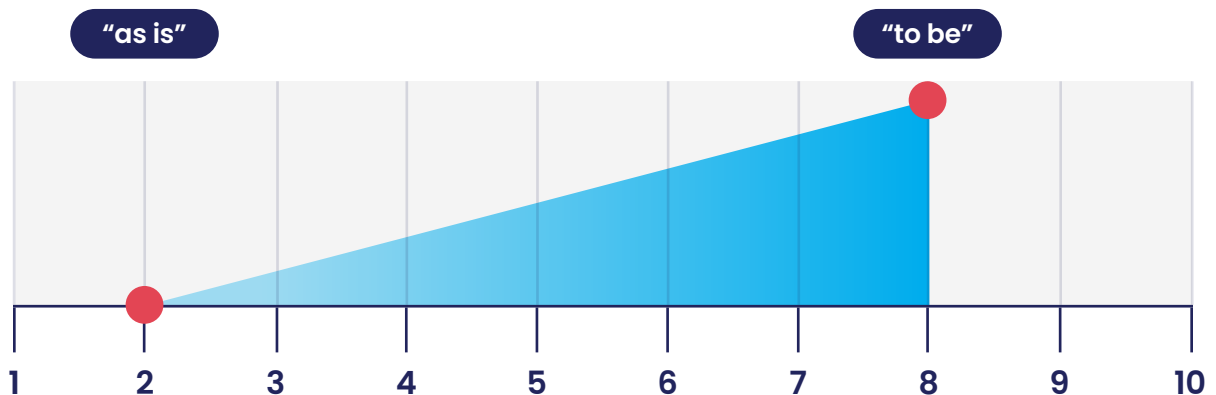
Once you've identified your sales team's top 10 sales behaviors, rate them on a scale of 1-10 (1-low, 10-high). An effective coach benchmarks the performance of each of these behaviors in order to determine whether or not they are being performed at acceptable levels. Anything a 5 or below should be a priority.



Step 3

Build an "as is" vs "to be" growth model

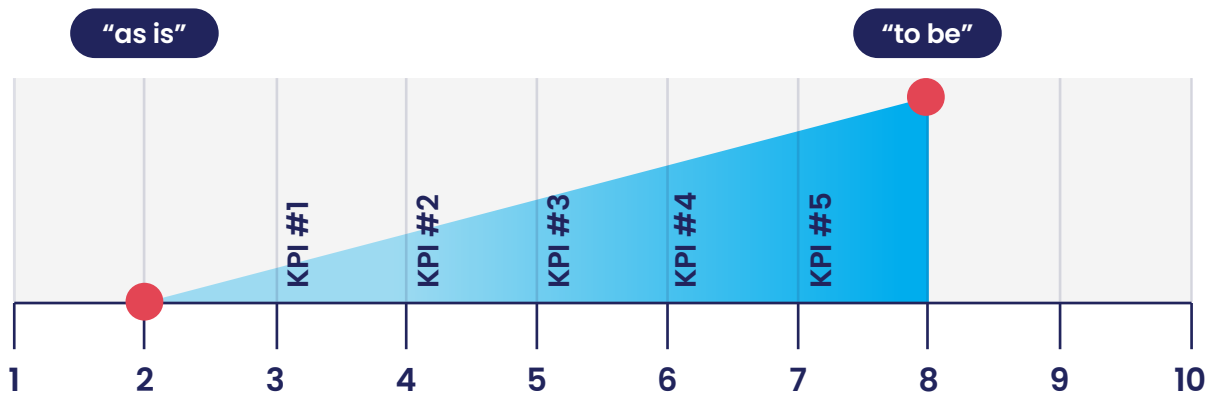
The coach must provide a road map for behavioral modification. This is accomplished with a simple gap-analysis. The current behavior rating you've assigned (in point 2) is the "as is" score. Beside it, write down the score you'd like them to work towards, the "to be" score. This "as is" vs "to be" model empowers you and your sales people to prioritize areas of improvement



Step 4

Establish KPIs and use them to measure the success of behaviors

KPIs (Key Performance Indicators) are an essential prerequisite for bridging the gaps in performance. KPIs are the measurable results achieved by the performance of a certain behavior. For example, prospecting is a behavior; a KPI for prospecting would be number of unique appointments per week yielded by that behavior. In order to promote growth, establish at least 3 KPIs that will prove success.



Step 5

Evaluate each salesperson's success in their coaching sessions

Coaching is a process of ongoing discovery and personal growth. Often, coaching fails because it is seen as a “one and done” session where change is supposed to take place instantaneously. Think of effective sales coaching as a marathon race, not as a sprint. Evaluate each session (and have your salesperson do it too!) to ensure incremental performance improvement.



Bonus tip

Build a coaching culture at your company by placing coaching blocks on your calendar every week. This way, your sales team views coaching as a growth tool and partnership, rather than a trip to the principal's office.



About Sandler

Sandler is the worldwide leader in sales, management, and customer service training. We partner with organizations of all sizes, across all industries, to help them improve their revenue performance. Sandler not only provides the initial and advanced strategies and tactics needed to excel, but we also empower your team to develop the attitudes and implement the behavior necessary to reach the highest levels of success.

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