



Coaching to Accelerate Sales Performance

The Performance Gap

While sales training builds awareness and knowledge, knowledge itself does not change behavior. Leadership needs to reinforce the concepts, tools and methods in their day-to-day interactions. Yet, recent surveys show that over 60% of salespeople have not had effective coaching from their first line manager in the last month, and often much longer. Diligent, constructive coaching is the best way to grow sales talent, while at the same time improving competitiveness and performance.

A Vibrant Coaching Culture

Top performing sales organizations have one thing in common - a vibrant coaching culture. They are as focused on developing sales talent as they are on winning sales pursuits. Their leaders have a coaching cadence with each person and the team at large. The coaching is so valued that it is often requested by sales teams.

A Different Approach

Coaching in some organizations feels much like an inspection, utilizing questions of critique and even worse, criticism. Revenue Storm's unique 3-Dimensional Coaching approach inspires confidence so that sales execution is done with increased passion and courage. This approach leverages objective scientific sales tools, with evidence-based methodology, the thought leadership of the sales team and the insights of the coach.

Leveraging Training with Coaching

To best leverage sales training dollars you need to ensure there is a disciplined approach to coaching immediately following training. Focus the coaching on specific sales opportunities, reinforcing the concepts and processes taught in the classroom along with a high-level review of the execution plan. This reinforces the desired behaviors, motivates and builds confidence with the sales team to elevate performance and drives commitment to execution.

Building Coaching Proficiency

84% of the sales leaders surveyed report they have not received coaching training. Coaching is a skill that needs both training and personalized coaching to build proficiency. We have the knack for helping leaders become strong coaches, giving them proven techniques and tools. Then we observe them coach to provide personal feedback on improvement areas. This, along with our powerful sales tools, is the most valued service we provide our clients. We have a planned series of interventions that ensures each sales leader grows in proficiency and confidence as a coach.

Strategic Opportunity Coaching

Clients engage us to coach big, strategic opportunities even when they have internal coaches. They benefit from an objective, but experienced, perspective while providing new stimulus and thinking. Our coaching approach is designed to build a strategic and tactical win plan. Our results speak for themselves, having helped win over \$10bn in contracts with this coaching in the past 5 years. We are even open to taking our profits in a gain share arrangement - only making money if you win the sale.

Accelerating Returns

Coaching is indispensable to training. It's designed to reinforce knowledge and bridge the performance gap. Revenue Storm's coaching services are proven interventions that have improved our client's strategic opportunity win rates and raised their sales performance across the board.

> CONTACT US

For more information and to experience the power of our approach, contact us via email at hq@revenuestorm.com or visit www.revenuestorm.com.

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About Revenue Storm

Revenue Storm is a global sales consulting firm that helps clients implement processes and disciplines to drive sustained revenue acceleration. We provide comprehensive consulting, training, coaching and rigorous analytics to help Fortune 1000 firms create demand and increase profitable, sustainable revenues.

Headquartered just outside Chicago, the firm accelerates revenues for its clients in 45 countries and 7 languages.

