

ARCH

Performance



SaleSavvy

The Path to Superior Sales Results

Sales Call Strategy, Skills, Coaching

SaleSavvy provides the structure and skills for effectively coaching sales calls. Utilizing a unique process built on critical sales behaviors, strengthened by effective coaching, and reinforced by skilled managers, the outcome is a foundation for effective sales calls and improved sales results for you and your team. The process involves:

Identify Critical Sales Behaviors

While sales is a process comprised of many skills, one of the critical aspects is the behavior that a successful sales person demonstrates during the actual sales call. These behaviors (what a person says or does) can be those behaviors that your sales training program establishes or, as is often the case, the behaviors that your successful people use.



We can help you identify the successful sales behaviors through a systematic process that may include:

- Interviews with currently successful sales people
- Focus groups/online surveys for both sales people and sales leaders
- Research on best practices within current sales literature and leading organizations
- Evaluation of the content and application of your current sales training program

The outcome of this process is a clear description of the behaviors that successful people need to use in your organization.

If needed, we can also deliver training programs to introduce or review the key sales call behaviors integral to your success.

Observe and Coach



Too often in many organizations sales managers have insufficient time to observe and coach their sales people during actual calls. Either other time demands interfere or, if a sales manager actually observes a call, the focus is on making the sale – not on providing developmental feedback to the sales person. We can help with this dilemma by providing an objective perspective focused on the sales call behaviors – not just the outcome.

Our process consists of the following proven steps based on identified critical sales call behaviors:

1. Either in person or by phone, we observe/monitor at least two calls by the sales person.
2. Based on the observation and identified behaviors, we provide immediate coaching – reinforcing those behaviors that were positively demonstrated and providing feedback and recommendations for improvement.

A summary report is then produced for the individual. When requested, this report is shared with the sales manager or a verbal debrief can be provided.

What are the benefits to you? Our process provides an independent review and reinforcement of the sales behaviors you are trying to drive through your organization. Too often, sales training occurs in a classroom with little follow up. We can bridge that gap – reinforcing and improving the sales call behavior of your people to improve sales call effectiveness, build stronger relationships, and increase sales.

Develop Managers as Coaches



In an ideal world sales managers regularly observe and coach their sales people. Frequently, however, this doesn't occur either because of time constraints or because sales managers don't possess coaching and observation skills.

In a one-day workshop, we can develop both observation and coaching skills allowing your sales managers to effectively coach their sales people to improve performance. Major components of the workshop include:

1. Developing coaching contact goals
2. Understanding the critical sales call behaviors
3. Observing the sales call (without rescuing or interfering with the call)
4. Providing feedback and coaching
 - Reinforcing effective performance
 - Constructively providing suggestions for improvement

Contact us to schedule a complimentary initial consultation. Let us help you identify the keys to your sales success and the ways our SaleSavvy process can become your path to superior sales results.

412.925.9444



SaleSavvy

The Path to Superior Sales Results



The mission of *ARCHPerformance* is to assist organizations in bridging existing gaps in performance, whether those gaps are in talent development, sales, or leadership practices. *ARCHPerformance* spans these gaps by providing experienced coaches, assessors or sales development professionals who can provide the needed expertise to close the distance between expectations and the reality of day-to-day experience.

ARCH

Performance

3000 Village Run Road
Bldg 103, #310
Wexford, PA 15090

412.925.9444

contact@archperformance.com

www.archperformance.com