



Sales Coaching: Making the Great Leap from Sales Manager to Sales Coach: Making the Great Leap from Sales Manager to Sales Coach

Linda Richardson

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Make the Leap From Manager to Sales Coach Today!

Sales coaching is a powerful tool. It can forge partnerships, cement relationships, and multiply sales. It can blast away at hyper-competition. Yet few managers have coaching in their grasp. This book will show you as a sales manager how to:

- Help each of your salespeople increase effectiveness and productivity
- Develop questions, listening, and closing skills in your people
- Motivate your salespeople to stretch beyond their comfort zone
- Teach your salespeople to self-coach
- Increase your skill and comfort with giving feedback
- Turn sales problems into sales revenue
- Strengthen relationships with your sales team
- Take sales training out of the training room and put it into everyday sales practice
- Create a culture that supports team sales
- Increase the success and fun you have with your salespeople

Here is the first book on the coaching process written exclusively for sales managers--a brief, concise primer with the fundamentals, nuances, examples, and tools you need for moving fast from boss to coach.

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