



## Value Coaching Workshop

### Description

This workshop will build and reinforce critical Value Coaching skills: deal shaping, qualification, opportunity reviewing, and sales coaching. This workshop is designed to assist sales managers achieve success by enhancing their personal performance level and that of their team. Agreed areas of focus include: value selling, deal shaping, opportunity management, sales planning, territory management, business development, personnel management, pipeline management, deal making, call planning, and sales coaching. The coaching engagement is typically combined with deal shaping support on named opportunities.

### Objective:

Our Sales Management Coach will assist the named sales managers in achieving their sales targets. The coach will analyze, assess, and assist the manager in enhancing the sales plans and the day-to-day activities that drive the business and enhance the performance of the sales organization: resolving problems, teaching best practices in selling, supporting and/or adjusting sales performance.

### Outcome:

- Agreed areas of focus for coaching
- Personal SWOT assessment
- Personal development and coaching plan
- Coaching activities to improve performance
- Periodic update review
- Immediate results – Continuous improvement in performance



**Duration:** 1 day (optional second day allows simulations and case studies to reinforce learning)  
**Participants:** Sales Managers  
**Prerequisite:** None