



Coaching to increase sales

The 4 stage methodology

1. Firstly we get the participant(s) to mentally prepare to accept the 'challenge'.
2. We coach to establish relevant activity, optionally using our "Show & Tell" web based system.
3. We then coach to raise the quality/effectiveness of that activity.
4. Finally, we raise the activity bar to an 'unreasonable' level.



1. Mental Preparation (2-4hrs)

- We get the individual(s) to agree a goal (just beyond what is perceived possible to achieve) and visualise the reward.
- We clarify personal behaviours under stress etc. and gain agreement that 'not knowing' what to do next is OK.
- We allow the participant(s) the option to drop out of the programme.
- We diarise the dates for the coaching sessions.
- We get participants to set and document individual goals and activities for their next coaching session.
- We have a practice coaching session some of the goals and activities.



2. Relevant activity sessions (15-30 mins)

- During coaching sessions, we ask questions about the activity that will cause the participant to assess the validity and effectiveness of their activities.
- We do not judge activities as good or bad, right or wrong.
- We do not judge at this stage whether a participant is performing well or not, but simply acknowledge activity.
- We do not offer advice during the session, but do ask leading questions.
- We look for SMART activities for each session.

3. Assessing effectiveness/quality

- Once it is obvious that the participant is 'in action' (usually after 2-3 sessions) then we target the coaching towards improving the quality of that activity.
- We assess effectiveness of the activity using our qualification process called MANDACT.
- We ask questions only and do not offer advice to allow the participant to draw their own conclusions as to the effectiveness or otherwise of their activity.

4. Raising the bar

- Once the participant is in action and comfortable with the above, we ask them to add one 'unreasonable' activity to be completed by the each following session.



Ongoing

- We combine steps 2, 3 & 4, each session adding an unreasonable activity/action to the list.
- At the subsequent sessions ask the participant to add an 'unreasonable activity/action' to the list (and so on..).
- We coach to the end of the programme but only around the unreasonable activities/actions.

4 stage coaching schema

| Stage 1 | Stage 2 | Stage 3 | Stage 4 |
|------------------------------------|---|--|---|
| Prepare for successes and failures | Coach for activities (e.g. meetings, phone conversations) | Coach to improve effectiveness and quality of the activity | Coach for unreasonable actions (i.e. exceeding personal limits) |
| 1 - 2 days | 2 - 3 sessions | 2 sessions | 2 sessions |