

# Coaching for Strategic Selling® with Perspective

## Program description

**Coaching for Strategic Selling® with Perspective** provides organizations with a powerful way to support their overall strategy to reinforce consistent and proper application of the Strategic Selling® process. This program offers a mentor perspective with the objective of guiding team members in the ongoing use of the tools provided in Strategic Selling®. This program offers participants a way to develop individual coaching plans to increase the use and effectiveness of the Strategic Selling® tools and processes. This coaching session will reveal how thoroughly the team has adopted concepts into their everyday sales practices.

## Modality



1 day



1 day

## Languages



American English



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- **Audience:** Mid-level and senior sales leaders

## Learning objectives

- Reinforce and support elements of the Strategic Selling® process working in your organization.
- Address areas of the process not currently working.
- Identify common discrepancies in a Blue Sheet and possible areas for coaching.
- Develop guidelines for salespeople to determine when a Blue Sheet should be completed or reviewed and when to gather the team to conduct a Blue Sheet strategy session.
- Identify positive selling behaviors and determine where coaching is needed to increase or improve their use.
- Prepare for and conduct team or individual Blue Sheet Reviews.
- Help salespeople learn to focus on developing strong Action Plans to move opportunities to close and increase the probability of meeting their revenue goals and objectives.

## Skills

- Builds coaching process
- Conducts effective reviews
- Customer-focused approach
- Effectively presents solutions
- Expands the service
- Knows the buying influences
- Maintains the relationship
- Negotiates strategically/tactically
- Pre-call preparation
- Prospecting
- Qualifying
- Strategic planning and analysis
- Understands buying influencer needs
- Understands customer needs
- Understands issues/motivations



Instructor-Led  
Training



Virtual  
Instructor-Led  
Training



Digital /  
E-learning