

Sales Force Training Can Finally Promise Bottom-Line Results

World-acclaimed sales force effectiveness and best practice experts, the Sales Executive Council have proven a 20% increase in sales is possible by improving your field force's interactions with customers.

This figure is rarely questioned. It was derived from a market survey of many leading companies and their sales employees. It leaves you prone to believe that somebody, somewhere actually achieved a 20% increase (and maybe on multiple occasions).

For the disbelievers among you, I can say this number is accurate. I have witnessed the 20% improvement.

It doesn't happen by accident, fluke, or some creative accounting method. And it doesn't happen by coaching alone.

From our experiences, a 20% improvement in sales through better customer interactions happens when the organization follows a clear, concise, and proven tracking and monitoring methodology that is completely integrated into their new coaching initiative.

Why coaching has earned the right to be taken seriously

Over the last decade, organizations have quite rightly devoted time and resources into core-process control systems such as Siebel and SAP-powered CRMs and financial's.

These monitoring and controls were obviously a key priority as they provided savings of millions if not billions of dollars. Meanwhile, the science of coaching languished in the shadows, an acknowledged, but in the main, neglected relative of its peers.

The current economic downturn and subsequent downsizing have prompted sales leaders to search for new ways to reach increasing sales targets with shrinking field forces. Their attention has turned to coaching.

With success stories of increased performance abounding - specifically attributed to the better coaching of employees - coaching has lost the mantle of "poor relative" and finally come of age.

If we are to increase our sales through improved coaching, we have specific work to do. We need to:

Separate and identify the elements of sales force coaching that make a tangible difference. Track and monitor each step of the coaching process to observe it in full detail, especially to see where we fall short.

Overall, we need to define the process and then transform that process into a science. With science comes metrics. With metrics comes greater understanding. And eventually the mists start to clear, and our decisions become so much easier.