

# 7 Critical

## Elements when Selecting a Field Force Coaching System {A Checklist}

by Simon Mormen



*'A good system shortens  
the road to the goal'*

(Orison Swett Marden)

**It is an  
Organization's  
systems that  
ultimately drive  
behavior**

943 CEOs in the recent Conference Board Challenge Study cited 'Managing Innovation' and 'Human Capital' as their top 2 challenges for driving business growth.

However, money invested in innovation leadership training is not enough in itself. Because leaders operate within systems, teams, and structures, all of these must be aligned to drive successful results.

Research has long shown that the explicit and implicit processes for 'success' in an organization (such as the processes of evaluation, promotion, recognition and reward) drive collective organizational behavior more profoundly than individual leadership.

Many HR systems simply reward the wrong behaviors or embed bureaucracy that wastes precious time. Automating such internally-focused activities perpetuates the resulting waste which occurs at the expense of continuously adding customer value. The end result? Customers are forced to pay for this embedded waste, reducing any cost-competitive edge an organization may have otherwise had.

**But, there is an alternative.**

Real improvement occurs when management reduces bureaucracy and drives positive behaviors that add real value to the customer. Managing human performance is complex, but critical to enabling nimbleness in the channeling and adjustment of activity focused on creating change within an organization. Use of specific technologies that helps identify both training gaps and ways to leverage individual and team strengths can go a long ways toward harnessing the potential of human capital to drive business growth.

One such technology is a cloud-based Field Force Coaching application. This kind of technology can help you embed systems that make the most of precious human capital.

# 7 Critical Elements

## when Selecting a Field Force Coaching System {a Checklist}

The following checklist contains seven critical elements to look for when selecting such a Field Force Coaching technology.

An effective Field Coaching technology should provide the ability to:

1. Track and analyze coaching interactions at all levels in real time to ensure that the RIGHT coaching is taking place at the RIGHT times, addressing the RIGHT goals with the RIGHT actions.
2. Provide the engine, work-flow and guide rails to ensure adherence to the organizational Sales AND Coaching Model.
3. Easily track all Coaching sessions and export raw data or custom reports as needs dictate or on a pre-scheduled basis.
4. Link seamlessly with your current systems wherever feasible – HR Roster, LMS and CRM to alleviate labor intensive manual updates and interventions.
5. Clearly display the organization's skill level expectations to allow both the coach to relay observations and the coachee to benchmark their own perception of skill effectiveness.
6. Provide senior leadership rolled-up data and insights needed to drive decisions for employee promotion, training budget optimization and enhancing coaching opportunities.
7. Be scalable, configurable and flexible; you need an app that can cater to cross-functional requirements across multiple field forces that also dovetail into your organizations coaching culture and methodology.

The acoach team is committed to raising Field Force effectiveness through an innovative and state-of-the-art coaching system that can be completely tailored to your coaching culture.

Don't your team deserve a helping hand to reach the next level in Sales Performance?

**Make SALES EXCELLENCE the new SALES NORMAL.**

To learn more about Acoach, please call us today at 919-584-8338.