



# Coaching Salespeople into Sales Champions: A Tactical Playbook for Managers and Executives

*Keith Rosen*

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Technology has not only changed the way companies sell but also the way managers build and develop their team. With a savvy, younger generation to manage and fewer resources to do so, managers have less face time with their staff. As more companies transition to a virtual team environment, it's essential for managers to learn how to quickly and efficiently coach, develop, motivate, and retain their people at a distance, over the telephone, and via the Internet.

Today's sales managers may know how to sell, but most don't know how to effectively develop their salespeople. Even with the right knowledge and resources, they're usually too bogged down in daily challenges, deadlines, and personal responsibilities to get it all done. As a result, advancing their salespeople takes a backseat to more immediate problems, keeping sales teams mired in mediocrity.

*Coaching Salespeople into Sales Champions* is an essential playbook that you can reference daily to develop your own executive sales coaching skills, the missing discipline among today's leaders. Using a tactical coaching system that is easy to deploy on a consistent basis, this audiobook shows you how to realize the potential of your sales team and retain your top performers.

Packed with real case studies, a 30-Day Turnaround Strategy, coaching templates, and a library of powerful coaching questions, this is the ultimate practical sales coaching resource for sales managers, executives, and business owners. Tap into the experience of a master coach and discover how you can:

- Turn underperformers into super-overachievers fast
- Attract and retain top sales talent by developing your own internal coaching program
- Coach your salespeople to become self-motivated through the Art of Enrollment™
- Handle difficult salespeople and determine when to let them go without collateral damage
- Empower salespeople to solve their own problems and become fully accountable for their success using the L.E.A.D.S. Coaching System™ rather than being dependent on you

Plenty of audiobooks espouse new management and leadership theories for sales managers, but few ever bother to show you how to actually coach your people on a daily basis in a way that creates measurable change. *Coaching Salespeople into Sales Champions* provides a proven methodology and tactical strategy for coaching that bridges the gap between theory and execution so that you can implement a systematic process to develop a world-class sales team and achieve the meaningful results you want today.

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