

Account/Deal Coaching Workshop

Workshop Objective: Bring a sales team together to review their accounts and deals, exchange ideas and find solutions to their specific deal or account challenges. At the same time, refreshing core skills that underpin successful pipeline generation, qualification, execution and closing.

Issues and Challenges Addressed

In addition to resolving live account and deal challenges, the workshop addresses many of the common sales issues. For example:

- Improving qualification and pipeline quality
- Stronger execution in the sales process
- Increasing forecast accuracy and close ratios
- Refreshing core skills without patronising experienced salespeople
- Getting salespeople to see the value of using existing sales tools.

How it Works

In this one-day workshop each salesperson comes prepared to review a deal or account they are currently working on. Working in groups of three they coach each other using a proven framework based on the GROW* coaching model, with ideas to refresh core skills introduced along the way.

Why it's Popular with ALL Salespeople

It's a proven formula that both experienced and new salespeople find refreshing because:

- Insights and ideas come rapidly without being told what to do

- The exercises and tools are consistent with those already adopted
- It's an opportunity to exchange ideas and experiences
- The emphasis is on sharpening practical skills rather than being 'sold' another magical process to perform better.

Outcomes

The team will leave the workshop with a simple framework to review, coach and exchange ideas on deals. This framework can be applied to a five minute conversation or more formal review of a major deal or account.

Typical outcomes salespeople report from the workshop include ideas to:

- Test a customer's commitment and qualify if the deal is real
- Get customers who have 'gone to ground' back in contact
- Position bringing a deal forward as good for the customer
- Be in a stronger negotiating position
- Generate new opportunities.

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I'm glad to say that we closed the deal this week, circa \$250k.”

“
The review simplified some things for me, bringing it down to the essence of what's needed and providing focus.”

“
The coaching helped me make a Q4 upside deal get larger and move to commit.”

Jim Wigg

Coaching for Sales Teams

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