

From Sales Executive to Respected Business Partner

REMOTE DELIVERY OPTION

A tailored six-month coaching program for individual salespeople that focuses on finding and addressing the specific activities, skills and mindsets that will take them to their next level of selling.

Desired Outcomes

Typical outcomes Sales Executives seek include shifting from:

- Transactional → transformative project based selling
- Product/solution selling → working collaboratively and candidly with customers
- Focus on sales goals → achieving sales goals through focus on customer goals
- Objection handling → issue resolution
- Perceived as a technology supplier → strategic business partner.

Coaching Applied in Context

The essence of the program is simple: to develop a deep understanding and application of four core coaching mindsets (Agility, Readiness, Curiosity, Awareness) that underpin operating strategically with customers and applying these to real situations that Sales Executives experience.

Examples include:

- Moving beyond deal champions who have become organisational blockers
- Developing an account plan that is a genuine enabler
- Becoming the conductor of the orchestra (the account team).

Why it Works

1. It's 70-20-10 learning in action

Everything covered is working directly on live target customers and opportunities.

2. Sales Executives aren't 'told' what to do

They are coached and taken through exercises that enable them to learn, gain their own insights and decide what to do.

3. Continuous engagement

Breaking habits and doing things differently isn't always easy, so Sales Executives work with the coach for a minimum of six months.

Program Overview

- Step 1 Pre-Program Consultation: to understand the Sales Executive and Manager's specific objectives
- Step 2 Months one and two: two weekly 1.5 hour sessions (four in total) to lay the foundations, practice with the coach and develop an individual plan
- Step 3 Months three to six: monthly 45 minute sessions (four in total).

“

I still use the Reality Check to this very day. That method has helped pay for my wedding, mortgage and three kids.

”

“

Running a situation past Jim gives me greater confidence to do what is needed. He has a great balance of knowing his subject (sales, coaching and understanding people) without being intimidating. I never feel I'm being quizzed or judged.

”

“

Challenging, Informative and Inspiring. Jim brings new life to selling by questioning the status quo and refreshing the skills that we should be using instinctively.

”

Jimwigg

Coaching for Salespeople

+44 (0)7747 624560 : jim@jimwigg.com