

Choosing a Sales Coach

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CHOOSING A SALES COACH

Today's marketplace is crowded with coaches and consultants. Individuals and companies seeking to improve their sales are faced with the daunting task of sifting through countless offerings, many which appeal to sales professionals by advertising on the Internet. How do you determine which coach is right for you or your organization?

Know Your Desired Outcome

The best strategy for choosing a coach begins with knowing what you hope to achieve through a sales coaching program. While there are many offerings to choose from, it is critical to your success that you choose a program that meets your goals.

Life Coaching

Offerings made by companies like Anthony Robbins and Franklin Covey are considered Life Coaching services. The value in programs like these is in improving individual, personal performance by motivating the individual to take action on the areas of their life they wish to improve. While these programs can be excellent, they are not geared to helping the professional sales person with the challenges of improving their sales effectiveness. These programs are not designed to help a sales professional in overcoming objections, scripting sales calls, improving the sales process, closing important prospects, or making their quarterly quota.

Franchised Coaching Program

There are also countless coaches and individuals who offer a standard coaching program with 12 weeks or more of pre-planned, scripted, coaching sessions. Many of these programs have excellent content that is useful to most sales people. Because the coaching sessions are scripted and pre-planned, they leave little room for addressing the needs of the individual coaching client. While these coaching programs produce results for some, you can often save thousands of dollars and

obtain the same content by visiting your local library or bookstore. Many coaches in this segment have coaching qualifications, rather than sales and sales management qualifications. Because many of these coaches do not have the requisite sales experience, they are forced to stay on script, unable to draw upon their own personal experiences winning sales, and unable to help with the client's sales-related challenges.

Individual, Private Sales Coaching

A smaller segment of the coaching industry focuses on a model where the client is coached as an individual with their specific needs, goals and challenges being addressed. Coaching services in this category are not scripted training programs. Instead, these programs allow the coaching participant to help identify the areas they wish to improve and to participate in setting the agenda. Most coaches in this segment draw on a lifetime of experience in sales and sales management, offering the client the benefit of their experiences, their familiarity with the tools, the techniques, the processes, and the methods that have allowed others to succeed in overcoming similar challenges.

Life Coaching	Franchised Coaching Programs	Individual Sales Coaching
<ul style="list-style-type: none"> • Focused on Personal Development • Includes Goals other than Sales Effectiveness • Coaching Credentials 	<ul style="list-style-type: none"> • Standard, Twelve Week Packages • Basic Sales and Selling Topics • Coaching Credentials 	<ul style="list-style-type: none"> • Customized for the Individual being Coached • Participant Creates and Directs the Agenda • Coach has Sales and Sales Management Experience • Coach has Experience Winning Sales • Coach has Developed other Sales Professionals

To determine which of the available coaching segments will best fit your needs, you should first spend time exploring the goals and outcomes you desire.

- Do you seek a professional to help motivate you in all areas of your life, including your relationships, your fitness, and your financial goals, but without the focus on your personal sales effectiveness? If so, Life Coaching may be your best choice.
- Do you seek a twelve-week standard training program, covering the fundamentals of sales and selling? In these cases, a program offered by a standard, franchised coaching service might be beneficial.
- Would you benefit more from a custom program designed to improve your individual sales effectiveness and offered by an experienced sales professional? Is it important to you to focus on your individual challenges as they arise? Do the areas you wish to improve fall into the sales effectiveness categories, like overcoming objections, closing prospective clients, improving the sales process, scripting sales calls, or negotiating with purchasing, or meeting your quarterly quota? Would it be helpful to discuss sales strategies for the potential deals in your pipeline? If so, an individual coaching program offered by a professional sales coach will most likely produce the best results.

If you are considering a professional sales coach to improve your personal effectiveness or the results of your sales team, we can help. Please contact us directly at (614) 212-4729 or at anthony@b2bsalescoach.com.

Visit us on the web at <http://www.b2bsalescoach.com>