

COACHING CATALYST

BUILD A LASTING CULTURE OF COACHING SELLING EXCELLENCE

With a more complex and fiercely competitive selling environment, the next era of selling will require precise execution in every phase of **coaching selling**. The **C²: Coaching Catalyst™ Program** leverages proprietary insights, tools and techniques that empower sales managers to foster a highly successful and lasting culture of **coaching selling** in the field.



COACHING SELLING EXCELLENCE

Why the Focus on Coaching Selling?

According to a 2015 survey conducted by DPI, Representatives stated that when it came to engaging customers, only **14% of them sought new ideas from their Managers, and Managers** conveyed they spent on **average 9 days or less in the field with each of their Representatives**.

Is Coaching Selling a skill that your company needs?

The reality is most companies don't spend the time, energy, or resources on this particular subject.

What Sets the C²: Coaching Catalyst™ Program Apart?

C² is unique as it focuses on the skills the Sales Manager needs to have maximum impact on selling excellence

C² fits into any company's coaching model

C² is personalized because participants will leave the program:

- knowing their current areas of strength
- having identified areas where continued self-development will enable them to transform from average to outstanding in **coaching selling** excellence

C² is sustained through pre- and post-workshop learning to ensure behavioral change

THE PATH TO COACHING SELLING EXCELLENCE





What Does DPls C² Coaching Catalyst™ Program Cover?

C²: Coaching Catalyst™ Program provides a 5-step interactive workshop covering all the concepts and skills you will need to develop and maintain a lasting culture of **coaching selling** excellence.

Step 1: Coaching IQ

- Coaching IQ establishes a baseline of your expertise to be able to coach selling in real time. Coaching IQ is fueled by your mindset and your selling purpose. Once mindset and purpose are established, Step 1 will show participants how to incorporate the 4L's of Coaching IQ that will elevate their game as a coach of selling.

Step 2: Actionable Blueprint

- Developing an Actionable Blueprint is a critical skill for improving selling skills for an individual or an entire sales team. Step 2 will teach participants how to incorporate the core components of Coaching Catalyst into an Actionable Blueprint with the goal of driving sales performance. Participants leave with Actionable Blueprints *built and ready to execute*.

Step 3: Trusted Connection

- Trust has power in a business relationship and subsequent impact on overall performance. Step 3 will explore the realities and myths of trust and teach participants to establish a plan to build a strong, trusted connection with their team members and the entire team.

Step 4: Focused Collaboration

- Collaboration is two or more people working together to create the same thing. Step 4 will reveal the "5 Truths" of a successful coaching session and teach participants how to build a spirit of collaboration amongst their team. Participants will practice the coaching conversation with the goal of seeking alignment that leads to the desired behavior changes.

Step 5: Accountability

- A coaching plan can not exist without establishing accountability. In Step 5, participants will learn about the two types of accountability (big "A" and small "a"); find ways to create accountability, both live and virtually; and learn how to become highly proficient at **coaching selling** virtually using technology.

THE DETAILS:

Live events to be held in various cities across the US. Availability is limited. Contact us to see available dates and locations or to inquire about scheduling a session for your organization.

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