

# Coaching to Excellence



## Applying SSAT insight to the coaching process

**Coaching to Excellence** gives sales managers the knowledge and tools they need to improve overall sales effectiveness and productivity by utilizing the insight provided by PI Worldwide's Selling Skills Assessment Tool (SSAT). SSAT provides a detailed, quantifiable look at your sales people's strengths, skills and specific areas that need improvement.

Coaching is more than a job responsibility. It's up to the sales manager to help the team enhance their sales skills, and motivate them to meet or exceed their sales goals. But it's not easy. Helping people learn new ways of doing things involves changing existing behavioral habits and establishing new ones.

**Coaching to Excellence** gives sales managers the knowledge they need to leverage the data from SSAT and the communication skills necessary to coach their team for long-term sales success.

### Highlights of the full-day training program include learning how to:

- Implement a concrete, proven four-step coaching model that brings together all aspects of coaching, from planning to measurement, to improved results
- Improve the ability to accurately evaluate the sales rep's situation
- Use data from the Selling Skills Assessment Tool to understand exactly what's needed to drive performance
- Understand the coaching process and developing essential coaching skills
- Master the coaching skills in a learning lab that emphasizes practice, practice and more practice

Are you ready to improve your company's sales performance and productivity? We'd like to help. For more information about the Coaching to Excellence program, SSAT, the Predictive Index®, or any of our other business solutions, please give us a call at 800-832-8884 or visit us on the Web at [www.PIworldwide.com](http://www.PIworldwide.com).

*PI Worldwide is an international management consulting and sales development organization that helps companies be more successful by focusing on their most important asset—their people.*

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**Coaching to Excellence** teaches sales managers how to use the data from SSAT to achieve consistent, sustainable sales improvement.

## Coaching to Excellence — Course Agenda

- Participant Objectives
- SSAT Results
- Management Challenges
- Management Interventions
- Coaching in Action
- 4E Coaching Process
- Effective Communication
- Commitment beyond Excuses
- Barriers and Roadblocks
- Coaching Learning Lab

As the final “deliverable,” each participant will develop a personal action plan—a tactical roadmap for how he/she will use the coaching training to improve individual and team performance.

**Targeted assessment. Targeted development. Targeted results.** PI Worldwide offers a unique complement of services that let you measure, manage, and take control of your organization’s sales performance.

**Selling Skills Assessment Tool (SSAT)** gives you an objective look at your people’s strengths, their skills, and specific areas that need improvement — a detailed, accurate quantification of the selling abilities that allows you to focus your sales training — and your coaching — for maximum impact and maximum revenue growth.

**Customer-Focused Selling (CFS)** teaches all the core competencies needed for effective consultative selling — with special emphasis on the particular areas shown by the SSAT to need improvement.

**The Predictive Index® (PI)** provides your sales managers with the motivational and behavioral insights they need to support, guide and develop their people — and to ensure that their new skills are being applied to improve day-to-day performance and long-term success.



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