

Have great memories of a sales manager that helped you succeed?  
*Your people would like you to help them create some.*

# Coaching for Sales Managers

ONLINE | SELF PACED COURSE

## LESSONS

- 1) How to Use This Course
- 2) Introduction
- 3) Coaching and Counseling Salespeople
- 4) Five Keys to Sales Coaching Success
- 5) Advanced Concepts
- 6) Sales Coaching and Counseling Case Studies
- 7) Knowledge Assessment



*How to develop potential and maximize sales performance.*

**T**he responsibilities of a sales manager or supervisor are varied. Some appear at times to be urgent. Likewise, others may be important but finding time to do them effectively can be a challenge. One responsibility far too critical to delay or not focus on consistently is your responsibility to coach people on your sales team. In this course you will identify and practice five (5) keys to your sales coaching success. We'll offer several important coaching tips that you can blend easily into your every day routine with your sales team. Through exercises and case studies you will learn practical sales coaching skills and when as well as how to apply them.

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