

COACHING TO REVENUE™ PROGRAM

DEVELOP A REPUTATION AS A TOP SALES COACH

The interactive Coaching to Revenue™ program builds the skills and confidence needed to successfully lead high impact sales coaching. By leveraging Revenue Storm’s FAST™ Sales Coaching Framework, a coach can quickly gain insight into a sales situation, identify areas of risks, and needed focus to improve the probability of winning the sales.

Following the workshop, there are virtual “Coach-the-Coach” sessions to apply the concepts on a real sales opportunity, while being observed by a Revenue Storm Master Coach. Immediately following the coaching sessions, the Revenue Storm Coach will provide personalized feedback, using the Coaching Scorecard, on how to improve their sales coaching. With 2 passing Coaching Scorecards, a Sales Leader will achieve the Storm Coach credential.



AUDIENCE



Sales Coaches



Sales Leadership

HIGHLIGHTS

CHALLENGES

- Lower win rates and revenue growth than desired.
- Lack of consistent sales coaching framework/methodology.
- Too many people missing sales quotas/forecasts.
- Stagnant coaching calls with a predictable list of questions.
- Underperforming Coaching Culture.

PROGRAM OBJECTIVES

- Learn how to build a positive coaching culture, including the FAST™ Sales Coaching Framework.
- Leverage a 3-Dimensional Coaching approach.
- Identify which Sales coaching approach best practices you will adopt for your coaching to help salespeople
- Practice effective sales coaching techniques, ensuring impactful and valuable sessions that build confidence and ability to deliver high impact coaching consistently.

BUSINESS OUTCOMES

- Establish a vibrant coaching culture that boosts revenue production.
- Reduce your time and effort to coach sales opportunities with more impact.
- Improve strategy execution and how to sell that improves win rates.
- Increase the number of staff that achieve or exceed their sales targets.

☆ WORKSHOP DESIGN

Coaching to Revenue is an interactive program designed to build sales coaching skills and confidence to successfully lead high impact sales coaching. Participants will experience the difference between a vibrant coaching culture and an inspection mentality through live pursuit coaching.

Prior to the workshop, participants will be asked to identify one or two important sales opportunities they want to coach and advance over the next few weeks. The opportunities should be competitive and expected to be closing in the next 4 to 6 months. Once identified, participants will need to have their salesperson on the pursuit complete the Relationship Barometer and Pursuit Profiler Apps/Tools.

The workshop is followed by virtual “coach the coach” sessions. During these 2-hour sessions, the sales leaders or coaches will be observed by a Revenue Storm Coach to immediately receive personalized feedback and recommendations for improvement in the format of our Coaching Scorecard.

AREAS OF FOCUS

- 3-Dimensional Coaching Approach
- FAST™ Sales Coaching Framework
- Sales Situation Expectations
- Coaching to Capture Demand, Create a Partner Ally, and Validate the Right People
- Relationship Superiority & Political Alignment

DELIVERY METHODS

- In-Person
- Fully Virtual Instructor Led

Optional Add-Ons

- Coach-the-Coach Sessions
- Leading a Bid Strategy/RFP Session

PRE-REQUISITES

Participants must have the following:

- Attended a Revenue Storm Sales Training Workshop in the past 18-months.
- Have a valid Revenue Storm Sales Toolkit License / App Licenses.

TOOLS UTILIZED

- Coaching Scorecard™ Template
- Coaching Planner™ Template
- Deal Review Checklist
- Competitive Win Plan™ Tool
- 7-Part™ Story Template
- Qualifier App*/Tool
- Relationship Barometer App*/Tool
- Pursuit Profiler App*/Tool

**Apps are native to Salesforce and are on the AppExchange*

PARTICIPANTS WILL RECEIVE A YEAR OF REINFORCEMENT AND EXPANSION OF LEARNING WITH SALES THOUGHT LEADERSHIP WEBINARS AND CHALLENGES.

“

Techniques, tips, and tools are great! What pulls it all together is the philosophy of coaching vs. “inspection” and the ways to do that. It builds a more positive relationship with the Seller and generates goodwill that brings the Seller back. Great program.”

EXECUTIVE

IT Infrastructure Services

☆ BADGE



Participants who complete and pass the knowledge test for Coaching to Revenue will earn a completion badge. Participants who achieve two passing Coaching Scorecards will earn a Storm Coach badge. They can share this badge on their social channels and add it to their email signatures.