



SALES COACHING

A full-service sales coaching program

Coaching professionals to more balanced, successful and prosperous lives

I. OVERVIEW

Sales Coaching is a customized, one-on-one developmental experience for the mid to senior-level sales professionals who wishes to enhance their **professionalism, sales, image, leadership, management and career capabilities**. CofE provides a complete assessment-based, feedback, goal-setting and coaching package.

II. SALES COACHING HELPS YOU:

- A. Increase communication effectiveness
- B. Improve self-awareness
- C. Identify colleagues, customers and supervisor's perception of your work style
- D. Set and achieve your goals,
- E. Break through barriers
- F. Identify limiting beliefs
- G. Implement strategies,
- H. Accelerate projects with tight time constraints, and
- I. Dramatically improve results.

III. FORMAT

- A. A customized assessment package that includes personality and behavior surveys.
 - 1. MBTI® (Myers-Briggs Type Indicator)
 - 2. FIRO-B™ (Fundamental Interpersonal Orientation-Behavior)
 - 3. CPI™ (California Psychological Inventory)
 - 4. Work/Life Values Checklist
- B. 360-degree feedback Inventory
 - 1. Introductory Letter
 - 2. 360 Assessment
 - 3. Data aggregate
 - 4. Comprehensive summarized feedback packet with graphs, feedback comments and standardized modules that speak to the 3 weakest areas demonstrated by the person's results.
 - 5. One-on-one debrief of results
- C. 2 days on-site for the following:
 - 1. Observations – shadowing
 - 2. In-person assessment feedback
 - 3. One-on-one meetings with subordinates, customers, or peers
 - 4. Goal-setting session to include 2 to 4 developmental areas and establish indicators for success in each area
- D. Weekly or Bi-monthly coaching by teleconference.
- E. Optional communication meeting with direct supervisor.
- F. Customized reassessment of progress towards goals.



IV. LENGTH OPTIONS

- A. 6 months
- B. 12 months
- C. Customized packages

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