



# Sales Consultants

Sales Competence | Great Relationships | Outstanding Results

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## Increase Sales Through Infield Sales Coaching

If you have been through sales training courses whether online or in a classroom setting, watched videos, read books, and not had an improvement in sales, it is not your fault. The reason is these are all forms of passive learning, and as adults it is difficult if not impossible, to convert information to measurable sales competence.

Imagine a sales skill you passionately want to develop, and it was demonstrated in a live sales call by your sales manager or a sales coach? How would you feel? Inspired to experience the skill for yourself? Keen to practice it on the very next sales call?

Infield sales coaching provides an active, practical, and fun learning environment to develop sales competence and develop higher levels of sales competence.

It is a process by which a qualified sales manager or sales coach co-attends sales calls with individual salespeople guiding them to reach their full potential through challenges, encouragement, and professional growth. To increase sales results, infield sales coaching needs to be implemented regularly. It is not a stop start, or single event.

### **Reasons why Infield Sales Coaching is not implemented**

- Unaware this type of professional development exists
- A false belief passive learning works
- The sales manager does not have the skills
- The sales manager avoids sales coaching
- The sales manager does not have a sales background
- The sales manager has multiple roles and is busy with another position. Example, marketing or operations.

### **Infield sales coaches**

Ideally a sales coach is selected from the top 5% of the sales team, but not the number one sales performer. This is because they tend not to have the innate ability to transfer skills. The reason for choosing a salesperson from the top 5% is their consistent performance, behaviour and the respect they have earned. To become an infield sales coach the salesperson or sales manager need to complete the appropriate training.

### **Skills and attributes of an effective infield sales coach**

- Create harmony in a two-to-one sales environment
- Use a tailored sales process to create mutual understanding
- Demonstrate the application of the sales process and subset skills
- Remain silent and not step in when the salesperson appears to be losing the sale
- Role-play during the post sales call de-brief to demonstrate skills the salesperson did not apply or applied poorly
- Stay in the present moment and remain objective
- Not seek approval
- Apply different learning methods to help the salesperson understand
- Patience and a sense of humour
- Respect and trust of the salesperson.

### **The infield sales coaching framework**

Sales coaching sessions need to be scheduled on regular monthly, quarterly, or between sessions in half or full day units, depending on the industry. To meet the needs of the salesperson a tailored approach is mandatory. The salesperson is required to plan the prospect and client sales calls. Post de-briefing is at the sales coaches' discretion and never carried out after every sales call.

### **What infield sales coaches focus on**

#### 1. Sales skills and strategy

This can be and not limited to questioning; qualifying; presentation; the role a prospect or client will play in an impending sales opportunity and uncovering the names of those involved in the decision process.

#### 2. Facts

These pertain to the organization, the background of the stakeholders, current competitor products and services and previous dealings.

#### 3. Sales behaviour

This includes the salesperson's behaviour prior to, during and after the sales call.

Questions the sales coach may ask themselves:

- Did the salesperson apply the skills as per the agreed objectives
- Did the salesperson follow the sales process
- What is the sales competence level
- Was the salesperson aware when off track and were they able to self-correct
- What do I need to discuss and demonstrate during the de-brief?

### **Sales coaching styles**

Every sales manager and sales coach have their own style of communicating and transferring skills. It is, therefore, vital to be conscious of their natural strengths, reactions to stress, and how they function as a leader to maximize their effectiveness. Understanding the salesperson's learning style, the sales manager or sales coach need to be able to adapt their style in order to effectively transfer skills.

Infield sales coaching is a structured practical approach and an ideal environment to guide a salesperson to develop their full potential and therefore, reach their highest level of sales competence.



Kurt is a sales practitioner who won major sales awards and created sales records in five industries. Products and services include newly released, consultative, relationship and the competitive field of retail.

He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability.

His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of *21 Timeless Insights for Sales Success* and *The Most Unlikely Salesperson*. Both are available in paperback or e-book versions online, in bookstores and [www.salesconsultants.com.au](http://www.salesconsultants.com.au). A third publication of *50 Inspirational Sales Articles* will be released in July 2024.