



Sales & Sales Leadership Coaching for Individuals

Do you, or any member of your sales team, lack motivation or focus? Struggle to consistently achieve their targets? Find they are chasing their tail just to get things done? Generate well-qualified leads? If you or your team need to learn how to convert leads to contracts and consistently overachieve, this coaching program will help. You and your team will generate more sales and close bigger contracts! This is a sales coaching program for sales professionals and sales teams.

Program Aim

The coaching program aim is help individuals understand and overcome the challenges they face in their daily routine of professional selling. We uncover areas of skills that may need developing, smooth out 'roller coaster' confidence levels, overcome specific opportunity challenges and any other issue that may impact performance and take the joy out of being a sales professional.

Immediate and short-term value

- § Greater passion and confidence with sales calls and sales presentations
- § Increased effectiveness in networking situations
- § Ability to understand & communicate to clients the unique value of your organisation's products and services
- § Greater creativity in lead generation
- § Higher "lead to customer" conversion rates

Medium-term and long-term value

- § More customers for your organisation
- § Greater frequency of sales and higher average per-customer sales
- § Increased client retention and satisfaction
- § More referral business
- § Increased bottom-line profits
- § Higher motivation within your sales team

Program Contents

Assessment

We discuss and assess each individual's current situation - what is working, what is not working, what their personal and professional long-term and short-term objectives are, and what their current strategies are to achieve these objectives.

Optional *Psychological assessment to test for sales skills, personality profile and areas of strengths & challenges*

Focus

Together we decide what specific areas to focus on so that you get the greatest results in the least period of time from your efforts.

Reality Check

We work together to identify specific constraints, concerns, or roadblocks that affect how quickly and efficiently you can achieve your objectives. We will devise strategies to work around these obstacles.

Available Resources

We examine your financial resources, personal support network, professional role models, existing customers and referral sources, and your personal and professional strengths.

Option Generation

Once you know what you want and where you are we identify, together, possible options that will close the gap

between your present situation and your projected goals.

Action Plan

We agree specific goals, actions, and timelines for taking these actions. This step-by-step approach will make sure that you achieve your objectives and sustain these new results for the long term.

Implementation and Feedback

As you set out on implementing the action plan, there will be some things that will go better and faster than you would have expected. There will also likely be obstacles that will prop up along the way. We work together to adjust your strategies accordingly.

Typical twelve week program

Formal Program

Weeks 1, 2, 5, 9, &12	30 to 60 minutes
Weeks 3, 4, 6, 7, 8, 10, &11	20 to 30 minutes

Informal Program

Telephone and email support	Reasonable access
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Professional Fees (*Individual*)

Online program \$845 per month

Belly to Belly program \$2,450 per month

Expenses, in addition, at cost. All fees payable quarterly in advance

Professional Fees (*Corporate*)

Where there are multiple coachees from the same sales team fees are reduced as follows:

4 plus	5%
8 plus	10%
12 plus	15%

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