

IGNITE YOUR SALES: COACHING FOR RESULTS

“Customer experience is the next competitive battleground. It’s where business is going to be won or lost.”

- Tom Knighton, Forum Corp.

At the core, great sales come from making a genuine connection with your customer, actively listening to what they want and pulling from them what their ideal solution is. Empathy is a key characteristic when connecting with customers as the more you can embody their perspective and understand their challenges the better able you are to present them with a solution that is meaningful to them. In this workshop we present a coaching approach to sales where participants learn to overcome fears and build confidence when dealing with customers. We introduce some powerful coaching skills that instantly deepen relationships with clients and enhance listening and communications skills. Finally, we help leaders to align their sales activities to a broader purpose and build on individual strengths to create a sales approach that is authentic and compelling.

Coaching Works

All of our programs are highly interactive and leaders walk away with practical tools they can implement immediately. Leaders apply the skills and concepts they are learning from the moment the program begins. Follow up coaching is included in all of our programs to ensure the learning sticks and is applied once leaders are back in the real world.

Program outcomes

- Improving confidence when approaching a prospect
- Overcoming fears related to business development
- Introducing some powerful coaching skills that instantly deepen relationships with clients
- Enhancing listening and communication skills to improve client relationships and empathy
- Building on individual strengths and leveraging those strengths in practice
- Practical tools for open-ended questioning and reflective approach to sales
- Real-time use of introductory coaching skills
- Accountability to coaching partner
- Enhanced relationships with other leaders leading to greater collaboration

Scalable Coaching Solutions

This program is a full day workshop with follow up coaching.

Contacting North Star Coaches

To book this program with North Star Coaches, contact Lindsay Sukornyk at 416-924-0700 or Lindsay@northstarcoaches.com.