

Must-do Tips No 64 - Sales Coaching Secrets...And A FREE OFFER

One of the few areas of investment spend to survive the downturn relatively unscathed is coaching. In particular, business development or 'sales' coaching.

Why so? Well, because it can provide an effective solution to the myriad excuses from fee-earners as to why they are "too busy" to pursue new business opportunities because they are "doing other things" (sic). Coaching of this type is up close and personal; geared to nudging people successfully outside of their comfort zones and onto the path of more clients and business.

That said, it is not a universal cure-all. This month we offer three tips to ensure that coaching for your professionals has the best chance of being a hit.

We see the power of and results that are achieved by sales coaching - so we're putting our time (and money) where our collective mouth is so that you can see it too...with a **FREE OFFER**. If you are considering or want to assess its power, we're offering a FREE business development coaching session for one of your professionals from our experienced consultants. ***This is a strictly limited offer. First come, first served!***

You can tap into more expertise on how to survive the downturn via **Business Development in Recession**. This six article series is available to view and download at www.peoplescope.com/articles.php. And we have a wide selection of previous issues of Must-do Tips offering practical, real world advice for professionals, also to access for free. Go to www.peoplescope.com/must-do-tips/php.

Tip 1 – choose with care

Just as training is not the universal panacea for personal or professional development, so coaching is best targeted at those who will benefit most from it. In our experience, working with die-hards who are all but immune to change "because they represent the firm's biggest challenge" does not work. Those who get most out of it tend to be in the 'consciously unable' category i.e. they are aware of the limitations that they have in developing new business, want to fix them, but don't know how.

Because of its built-in accountabilities (see Tip 3), coaching is also potentially applicable for your firm's business development recidivists: the ones who attend the training but can end up doing nothing afterwards ("*too busy*" partner syndrome Mk I). And some may have time constraints that make it difficult for them to attend formal events like a training workshop in the first place ("*too busy*" partner syndrome Mk II).

Tip 2 - get the chemistry (and keep it) right

In the real world, not everyone gets on with everyone else. This might be acceptable in a normal working environment, but not for something as (psychologically) intimate as a coaching relationship. The best practice approach puts together individuals as skilfully as possible, choosing from a range of tools and techniques like psychometric profiling, 'chemistry check' meetings, and other compatibility tests. It also keeps tabs on how the coaching is going and is not afraid to change or substitute the parties if positive results are not being achieved.

Tip 3 - measurably accountable

Measurement of and accountability for its outputs and achievements are some of the major advantages of good sales coaching, and ones which set it apart from many of the business and personal activities conducted in professional firms. The process must begin (and end) with what the individual being coached decides to (and does) achieve - focusing primarily on tangibles (more money, profitability, clients etc.). It must also create direct links with the firm's performance management system to ensure that the motivation to achieve is at an optimum.

For more information on us, what we do, and who we work with, go to our website at www.peoplescope.com.

We welcome feedback on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you have enjoyed. If there is a topic or issue that you would like us to cover what is it? And if there is something that annoys, tell us too! We want to improve.

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Best regards.

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