



## **Workshop Abstracts**

### **Session: Coaching Skills for Sales Professionals**

The relationship between client and sales professional has never been more important. The current economic environment has created more skepticism, less trust and greater expectations. Sales professionals who continue to interact with clients in the traditional fashion open themselves up to client dissatisfaction, attrition and in the worst cases potential litigious activity.

The ACT “Coaching Skills for Sales Professionals” workshop provides Sales professionals with a specific and disciplined model for the client conversation that takes consultative selling to the next level. This model allows them to serve their clients in a more efficient and connecting fashion.

#### **The Workshop**

In this interactive session Sales professionals will:

- ✓ Explore the reasons for transitioning to a coaching style with their clients
- ✓ Discover the difference between mentoring, consulting, selling and coaching
- ✓ Learn and practice a specific 5-step “coaching the sale” conversation model
- ✓ Learn specific techniques for transitioning to a coaching style and turning a skeptical individual into a loyal client
- ✓ Benefit from the experience of being coached by one of their peers in the workshop on an issue of importance to their business such as asking for referrals, forming strategic alliances, dealing with difficult conversations, etc.

Participants will leave the session empowered to transform their interactive style and will have an action plan for improving their business effectiveness and results.

#### **Contact information**

For further information on these sessions feel free to contact us at Advantage Coaching & Training, Inc., 480 East Roosevelt Rd; Suite 105, West Chicago, IL, 60185; phone: (630) 293-0210 x 102; email: [info@advantagecoaching.com](mailto:info@advantagecoaching.com).