

Ready, Set, Coach! – FAQ for team members to prepare for their side-by-side coaching session

What is productivity coaching?

The primary goal in productivity coaching is to keep team members on the phone and focused on revenue goals.

Coaching is an ongoing, personalized, one-to-one relationship between the rep and the coach that uses inquiry, teaching and personal discovery to build the rep's self-awareness, confidence, and sales skills. Coaching is a process of helping people get to their next level of excellence by showing them how to understand and overcome their obstacles.

Coaching is a dynamic process of inquiry, feedback, and implementation. Each coaching session is tailored to address the individual's unique learning style, personal strength and areas for needed improvement, and is designed to maximize the individual's potential for success. The rep receiving an assessment of his or her telephone skills has the opportunity to immediately implement that feedback on the next call.

How can team members benefit from a coaching session?

Coaching provides structure, support and feedback. It also improves and increases productivity with the following:

- Improved performance and productivity
- Improved learning, discovery and creativity
- Improved relationships, confidence and self-awareness
- Improved quality of life in the workplace
- Increased skills and knowledge
- Increased development of professional skills and self-confidence
- Increased flexibility and adaptability to change

What happens during a coaching session?

A coaching session is pro-active and responsive. It establishes personal goals and addresses attitudes and behavior. It holds the rep accountable for results and provides input to help them succeed. Depending on your role and responsibilities, the coaching session can focus on either inbound or outbound calls. The coach usually observes skills in the following areas:

- Telephone communications, phone-centric versus email- centric
- General outbound strategies and tactics
- Review emails for tone, word choice, organization
- Review voice mails for organization
- Time Management and Prioritization
- Introductions and first impressions
- Navigating and knowledge of the internal tools; information integration
- Questioning and diagnosing issues requiring immediate resolution
- Deeper questioning versus just providing answers
- Stronger probing and qualification
- Controlling the call and determining a call objective
- Active listening and deeper needs probing strategies
- Notes and effective documentation

- Aligning with customers who range in technical expertise
- Presenting and educating on solution
- Objection handling and effective trouble-shooting for results
- Getting customer buy-in on a proposed solution
- Closing and gaining commitment

What makes a strong coach?

- Patience
- Detachment
- Supportiveness
- Flexibility
- Interest
- Good Listener
- Perceptiveness
- Awareness

How to be receptive for your coaching session

- Be open to feedback and don't get defensive
- Implement suggested feedback, don't act like a know-it-all and give lip service you will change
- Don't get comfortable just because you've been always doing it the same way
- Demonstrate the initiative to change, grow and develop
- Make sure the message sent is the same as received, don't base your understanding on assumptions- check it out
- Work on your self-esteem and confidence

How to prepare for your coaching session

Remember, the results of a session are based on what you put into it.

1. Review and confirm your scheduled time with your manager.
2. Your work area- please clear your work area and make room for a chair.
3. Please use a telephone headset (preferable "Plantronics")
4. Please prepare any visuals you may be utilizing for your outbound
5. calling efforts.
6. Personal- use the restroom or prepare to eat your lunch before or
7. after the session
8. Other notes- please be open for feedback and a new way of learning.