



**COACHING-CHANGE HAPPENS HERE!™**



Change does not happen in the classroom. It happens in the field at the point where you as a manager “set the bar” and hold your teams accountable for performance achievement.



**FIELD BRANDING**  
SERVICES INC.

CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD



# COACHING-CHANGE HAPPENS HERE™

## 1-DAY WORKSHOP

Are you a coach or an accountant? Amazingly there seems to be some confusion around the role of sales leadership. In this workshop you will build a coaching process and practice effective coaching techniques.

Your skill as a mentor and coach has significant impact on revenue attainment. Learn to identify the root cause of performance gaps and offer effective work assignments that drive behavior change.

### PREREQUISITES: (Recommended)

Messaging For A Decision, Seven Sales Traps, Nail It! Win Strategies

### COURSE OBJECTIVES:

- Increase sales performance by enhancing the coaching & mentoring skills of sales leaders
- Apply a coaching methodology that drives behavior change

### KEY LEARNING TAKE-A-WAYS

- Six-step coaching process
- Coaching Strategies
- Coaching Assignments



WORKSHOP OUTLINE		
SALES BEHAVIORS DEFINED		
THE PERSONAL TRAINER		
<b>METHOD</b>		
SIX-STEP COACHING PROCESS		
COACHING OPPORTUNITIES - WHEN TO COACH		
BEHAVIOR CHANGE - WHAT TO COACH		
MODEL BEHAVIOR - HOW TO COACH		
PRESCRIPTIONS FOR IMPROVEMENT		
APPROPRIATE CLASS SIZE: 6 TO 20 ATTENDEES		
WHO SHOULD ATTEND: Sales Managers responsible for managing other sales professionals.		
<b>WORKSHOP DESIGN:</b>		
Facilitated group exercises that follow a coaching process designed to create performance improvement.		



## DEAN SCHANTZ

CEO, DNA Field Branding Services, Inc.

A recognized expert in the sales training arena, Dean has an outstanding record of achievement in product positioning, sales training, coaching and new business development. His extensive professional experience includes posts of Senior Consultant, Director of Corporate Education, Director of Worldwide Sales Training, and Sr. Manager of Business Development. He has also held titles of Corporate Account Manager, Product Marketing Manager, and Channel Manager. Dean has inspired the sales and marketing teams of some of the top Fortune 500 companies reach new heights in their business communications with engaging and unforgettable stories and messages, leading to winning results. Dean's naturally innovative and interactive approach will bring out the creative best in your company. This helps you leverage new business opportunities, make the most of your channels, and effectively increase your market space through dynamic messaging.

### STRATEGY SERIES:



#### MESSAGING FOR A DECISION™

This two-day skills training course will take you on a journey that will forever change the way you tell your story. Yes! Selling can be fun once again. Learn to deliver your sales content from your buyers' point of view. Align your distinction with the impact your buyers want to create.



#### CRACKING THE CODE™

Two-day facilitated workshop for positioning new or existing products. You learn a process to give direction and uniformity to the messages that support your brand and your specific product offerings. The objective of this effort is to have your buyers think about your solution in a specific way.



#### NAIL IT! SEVEN STEP WIN STRATEGY™

One day workshop designed to move current sales opportunities to a successful completion through the development and execution of a superior win strategy.



#### SEVEN SALES TRAPS & HOW TO AVOID THEM™

One day workshop/Webinar series. A look into the most common pitfalls sales professionals encounter as they lead their buyers through a sales process.



#### STORY MATTERS™

2-hour keynote speech that introduces the audience to the influential power they possess when they can tell their story through the lens of their audience.



#### THE MISSING LINK™

One day workshop. Where messaging meets methodology. A closer look at how messaging plays a critical role in every step of the sales process.