Selling Skills Coaching™

Coaching Best Practices to Accelerate Integration of the DPS® Strategic Selling System. Give sales managers the knowledge, skills, and tools they need to coach their sellers in the effective application of the principles and practices of <u>Dimensions of Professional Selling®</u> (DPS®). Maximize individual potential and improve team productivity while institutionalizing the language, discipline, behavior, and success of DPS®. Learn to assess performance and master practical coaching skills that will accelerate employee development while enculturating the DPS® Strategic Selling System within the organization.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

What You'll Learn

Creating an Environment for Success: DPS® Skills Mastery & Modeling
Modeling desired selling behavior is critical to leading sales teams. The proven strategies and frameworks of Dimensions of Professional Selling are reviewed with a focus on ensuring deep understanding of its key principles and its application in a coaching situation. Participants practice effective modeling and receive feedback, coaching, and reinforcement tactics from workshop peers and instructors.
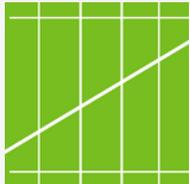
Assessing Performance
Learn about the Performance Continuum as an assessment and developmental planning tool. Understand the appropriate coaching styles, required skills, relevant models, and practical tips for each phase. Identify the knowledge, skill, attributes, and contributions across job families specific to your organization. Acquire an essential time management tool to determine where to invest developmental time with team members for the greatest productivity return.

Coaching & Reinforcement Strategies
Prior to the workshop, participants complete a <u>Strength Deployment Inventory</u> to give managers insight into their style, strengths, and weaknesses as well as those of their team. This helps optimize individual and collective coaching and reinforcement strategies. Explore how to recognize opportunities for performance improvement. Understand effective feedback styles and guidelines along the Performance Continuum. Learn a proven communication model for delivering performance feedback. Institutionalize essential communication and influencing skills through the utilization of the Carew Coaching & Reinforcement Toolbox.

More ⟶

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Capstone Team Mapping & Role-play: Coaching for Impact Through Planning
Participants map current team members along the Performance Continuum, identify performance improvement opportunities, and craft feedback leveraging the models and frameworks of the Carew Dimensions of Professional Selling and Selling Skills Coaching curriculum. Examples are presented to workshop participants in customized role-plays followed by peer and instructor feedback.

Program Benefits

Increased revenue and profit
Increased sales productivity
Common language, process
Customer-centric culture
Increased organization alignment
Increased customer loyalty/LTV

Program Highlights

Client-specific customization
Proprietary process models
Capstone role-play & feedback
Videotaped skills practice
Energy, interaction, fun
Participant Certification

Reinforcement

Personalized Smart Room
Online LMS
Thought Leadership
Alumni Community Forums

Who Should Attend

Graduates of DPS® & TSR™
Sales Managers/Executives
Business Development Managers
Sales Enablement Managers

Delivery Options

Live Onsite Instructor-led
Live Virtual Instructor-led
Custom Onsite/Virtual Blend
Train-the-Trainer Certification

Program Duration

Onsite: 2.0 days
Virtual: 4.0 days | Two 2.5 hr. sessions/day