Sales Coaching Track

S1: UNDERSTANDING YOUR SALES PURPOSE

SESSION OUTCOMES

- The client will identify their natural sales strengths and weaknesses.
- The client will understand what does and doesn't motivate their sales activity.
- The client will understand their current reality and begin to build an "upgrade" response.

SESSION PREPARATION

In order to ensure a successful session, it's important that both you and your client do a little pre-work.

Ahead of Session S1 you will:

- Review your client's MCODE report and notes from past sessions.
- Consider their pattern with sales productivity in mind.

Ahead of Session S1 your client will:

- Review handouts they received and notes they took during the Foundational Coaching Track they completed.
- Refreshing themselves on these core principles will give them a "booster shot" headed into this track.
- Review the three achievement stories they drafted and are recorded in their MCODE report. The productivity patterns embedded in these successes are going to provide a template for future productivity planning.
- Review their "trigger–process–outcome" motivational flow. This is going to be a key we will return to again and again in the weeks ahead.
- Review the "shadow side" insights they gleaned during these coaching sessions. Knowing what can erode their influence and steal their focus and energy is invaluable in building a strategy for productivity.

COMMUNICATION

One week ahead of the appointment send an email message similar to this to your client:

Greetings ________,

I'm looking forward to connecting again with you in this first session of the "Becoming a Best Seller Sales Track." Our initial coaching session is scheduled on ______ at ______ [via Zoom (the link is here) or face to face at (address)]. While this begins a new series of coaching engagements centered on sales we will be building on progress we made in our time together working through the Foundations Coaching Series.

Our focus for the upcoming Best Seller Track (S1) will be building exploring the difference between extrinsic and intrinsic motivation.

The most recent research on motivation in salespersons indicates that intrinsic motivation (motivation from the inside-out) is more positively associated with working hard, working smart, and salesperson performance than extrinsic (being motivated by the outside-in) motivation. In this track, we will help you leverage your intrinsic motivation based on your MODE results. I look forward to working with you on enhancing your sales abilities based on your motivation code themes. In advance of our first session, I would like you to read this brief article on unexpected sources of sales motivation:

https://www.forbes.com/sites/lisaearlemcleod/2020/04/10/new-research-reveals-unexpected-source-of-sales-motivation/#658a17e53aa9

To gain the most from Session S1 I also suggest you work through the following preparations:

- *Review handouts you received and notes you took during the Foundational Coaching Track you completed.*
- *Refreshing yourself on these core principles will give you a "booster shot" headed into this track.*
- *Review the three achievement stories you drafted and are recorded in your MCODE report. The productivity patterns embedded in these successes are going to provide a template for future productivity planning.*
- *Review your "trigger–process–outcome" motivational flow. This is going to be a key we will return to again and again in the weeks ahead.*
- *Review the "shadow side" insights you gleaned during these coaching sessions. Knowing what can erode your influence and steal your focus and energy is invaluable in building a strategy for productivity.*

During our session, I would like to learn more about why you entered a sales profession or have an interest in sales, what motivates you as a salesperson—when you "come alive" as well as what you dread.

I look forward to our time together.

Sincerely,

____

Certified MCODE Practitioner

SESSION OUTLINE

Meet + Greet [3 minutes]:
Practitioner Note: *Come with something personal to share with your client (no more than 30 seconds of this 3 minute block). Then ask them to share, and follow up with at least one probing question.*

Transition: [2 minutes]: "Today we want to talk about your purpose in sales. The most recent research indicates that intrinsic motivation is more positively associated with working hard, working smart, and salesperson performance than extrinsic motivation. I know you want all 3 of those things to be present and MCODE will help you do that."

Practitioner Note: For each coaching session – whether it is a scripted format or an open discussion format – keep the F.L.O.W. coaching model front and center in your mind. Make running notes through the session and keep track of where you are in the model and particularly when you transition from one segment to another. Make note of specifically where in the F.L.O.W. pattern you are seeing the energy and the "aha" moments. These will be key insights when you guide the client to potential action items at the the "W.ork It" segment of the F.L.O.W. model. Also, keep close tabs on the clock. It's the coach's responsibility to strike the healthy balance between following the improvisation of the session WITHIN the bounds of time and topic. This takes practice, and watching the clock is vital.

Consultative Coaching Conversation [20-25 minutes]

As preparation for today, I suggested that you read the April, 2020 *Forbes* article regarding sales motivation.

1. What grabbed your attention with the research article about the unexpected source of sales motivation?

2. Does the following statement from the article ring true for your performance? Why/Why Not? *"Instead of focusing on financial payouts for sales personnel to perform better, concentrating on meeting the intrinsic needs of salespeople can lead to better objective performance outcomes."*

3. We believe that for most salespeople an enticing financial incentive package is "the ticket to the game." However (consistent with research) *purpose* is the fuel of "best selling" sales people. Let's talk about your purpose in sales…
    a. Why did you enter a sales position?
    b. What keeps you motivated in your sales profession?
    c. Where do you come alive in the sales process? (Make observations re: their MCODE themes)
    d. What do you dread in the sales process? (Make observations re: their MCODE themes)

Practitioner Note: *keeping in mind what you heard the person say in their responses, reflect back and help the client draft their sales purpose statement.*

Current Reality and F.L.O.W. Response [20 Minutes]:

In this section you will guide your client through the F.L.O.W. (F.ind Out, L.earn About, O.wn, W.ork It) process to surface one pressing sales challenge where prioritizing intrinsic motivation is a priority. Your goal is to help surface the client's F.L.O.W. (F.ind Out, L.earn About, O.wn It, W.ork It) for this challenge.

F.ind Out: *What current challenge is inhibiting your maximum sales success?*

L.earn About: *Consider now your achievement stories and the motivation flow embedded in them. How might recalling your recurring pattern of trigger–process–outcome help you articulate your intrinsic motivation for sales?*

O.wn: *Is there a shadow side tendency in your motivation flow that sheds light on why you are struggling to meet this responsibility with excellence? In light of this, articulate a need for personal growth as a sales professional?*

W.ork it: *Given what you have learned about your motivation flow and your shadow side tendencies, what one or two adjustments could you make and/or what skill could you develop to upgrade your productivity in this sphere? Is this your commitment?*

Practitioner Note: In response to your client's commitment to pursue this action, commit in return to offer encouragement and accountability. Also, make notes as to potential topics for the open sessions 4–6.

Wrap [5 Minutes]:

- Ask the client: "What was most helpful from our session today?"
- Provide a succinct, reflective, encouraging summary of what *you* heard from the session.

SESSION FOLLOW UP

The day after Session S1 send your client an email:

- Recapping insights and commitments.
- Affirming the schedule for the next session.
- Asking them to keep track of progress and challenges as they implement principles day to day.