Sales Coaching Track

S2: APPLYING YOUR MOTIVATION CODE TO SALES / OPPORTUNITIES + BLIND SPOTS

SESSION OUTCOMES

- The client will reflect on ways to leverage their motivational flow to maximize sales opportunities.
- The client will reflect on ways to leverage their motivational themes to mitigate blind spots that can hinder sales success.

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 S2 you will:

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

Ahead of Session S2 your client will:

- Review any notes they took from last session (S1).
- 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 the coaching sessions. Knowing what can erode their influence and steal your 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 second session of the "Becoming a Best Seller Sales Track." Our next coaching session is scheduled on ______ at ______ [via Zoom (the link is here) or face to face at (address)].

Our last session together introduced the concept of "intrinsic motivation" as a framework for sales. In your context we discussed _______, and in response you committed to ________. We'll begin our next session – before diving into our main topic – with you sharing some of how this commitment is playing out. I look forward to hearing of your progress and any questions you have or challenges you've faced.

Our focus for the upcoming Best Seller Track (S2) will be addressing sales opportunities and mitigating blind spots.

To gain the most from Session S2 I also suggest you work through the following preparations:
Review any notes you took from last session (S1).
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 the coaching sessions. Knowing what can erode your influence and steal your focus and energy is invaluable in building a strategy for productivity.

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.

Accountability [2 minutes]: "Our last session together we talked about purpose in sales. In response you committed to ________. How is this commitment playing out? Have you had an opportunity to reflect on or apply anything more from our session? [Client responds].

Transition / Preview: [2 minutes]: We've all had this experience while driving: presuming an open lane beside us, we start to change lanes only to discover another car right beside us. We didn't check our blind spot! Today we want to build on our last session, fleshing out our understanding of intrinsic motivation to discuss seizing opportunities and working round our innate blind spots to maximize success.

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 [40 minutes]

Practitioner Note: By now, you should be well-versed in the client's motivational themes and an understanding of their sales strengths and opportunities. We are going to rely on your coaching savvy in this session to catalyze some aha moments around their Motivation Code themes and sales effectiveness. The sole purpose of this session is for you to walk through your client's motivation code themes to help them leverage their motivational flow for greater effectiveness. The intent here is to ultimately focus on the O.wn It, W.ork It steps in F.L.O.W. so that your client walks away to clear action steps.

Here are a couple of directions you can go:

1. Walk through the positive and negative attributes of their themes one-by-one and apply them toward their current sales challenges and opportunities

2. Take their motivational flow “Trigger, Process, and Outcome” elements and ask questions about how these elements and their “big idea” are currently helping or hindering the sales process.

3. Utilize the motivational profile order of their 27 themes to highlight the lower zone “blind spots” and how they may be impacting sales performance.

Application: [5 minutes]

O.wn: *Given the “shadow side’ tendency in your motivation themes articulate one need for personal growth as a sales professional.*

W.ork it: *Given what you have learned about your motivation pattern and your “shadow side” tendencies, what one adjustment could you make 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 S2 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.