Sales Coaching Track

S4-6: BECOMING A "BEST SELLER"

SESSION OUTCOMES

- The client will define their pressing felt need in regard to sales based on your first 3 sessions.
- The client, in collaboration with MCODE practitioner, will design a helpful response to this challenge.

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 Sessions S4-S6 you will:

- From the first three sessions, you should have begun building a list of items that your client needs to work on. We are depending on your coaching know-how for these last 3 sessions to work with your client on their pressing opportunities. You should have plenty of fodder from your first three sessions, so you'll be fine.

Ahead of Sessions S4-S6 your client will:

- Assign week to week based on client's desire/need.

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 our upcoming 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)].

In our last session together we explored _______, 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 next three sessions in the Best Seller Track will be to address the areas of sales you most want to develop in.

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].

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.

Transition / Preview [1 Minute]: "In this session we are going to build on the heavy-lifting we've done in prior sessions leveraging your understanding of your own intrinsic motivation, your motivational flow and the sales communication sequence SPIN to address a live sales challenge you are facing.

Consultative Coaching Conversation and F.L.O.W. Response [45 minutes]:

Practitioner Note: 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 and to use the principles introduced in Sessions S1, S2, and S3 to design a plan of action.. 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 design a helpful response?

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?

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 S4 and the day after S5 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.

The day after Session S6 send your client an email:

- Recapping insights and commitments.
- Thanking them for completing this track.
- Asking them to keep track of progress and challenges as they implement principles day to day.
- Asking them how they would like to work with you next.