



COACHING FOR SALES QUALITY



Accelerate Your Sales Team's Effectiveness by Becoming an Expert Action Selling Coach

Benefits of CSQ

- ✓ Become an expert at identifying your team's sales development needs
- ✓ Quickly uncover the causes of performance problems
- ✓ Discover actionable ideas and step-by-step solutions to cure selling problems
- ✓ Become a significantly more effective coach of Action Selling for your sales team
- ✓ Learn how to consistently gain commitment for continuous improvement

Register for CSQ Today

For More Information or to Register for Training call:

(800) 232-3485

E-mail us at:
info@thesalesboard.com

What Is CSQ?

Coaching for Sales Quality (CSQ) is a 2 day workshop designed to leverage your company's investment in Action Selling to achieve maximum sales performance. The program teaches you how to diagnose common problem areas in the selling process and prescribe actionable solutions while leveraging Action Selling.

CSQ helps you further develop your sales organization consistently and efficiently reinforcing the Action Selling process. You'll have the necessary tools to more quickly achieve peak sales performance in a long term, sustainable and measurable environment.

CSQ is an important step in the development of an Action Selling sales team because it deepens your level of understanding while it helps you reinforce the proven selling principles of Action Selling.

CSQ Advantages:

Unlike general "sales coaching" programs, CSQ is designed to help you excel within the framework of Action Selling. Common problems that your sales team experiences can be more quickly identified and the best Action Selling solutions are applied. Specific corrective actions permanently break through selling obstacles.

Coaches who attend CSQ training will practice diagnosing areas in need of improvement and then provide salespeople with activities and field exercises that cure the problems that are identified.

The CSQ workshop will introduce you to the innovative new online tool **Action Selling Rx**. *Action Selling Rx* gives instant access to permanent solutions to selling skill deficiencies. You'll receive a 90-day trial subscription to Rx at **no charge**.

Who Should Attend?

This is an advanced training workshop that requires a solid understanding of the Action Selling process and is open exclusively to Action Selling Certified personnel:

- **Sales Executive Level**
- **Sales Managers**
- **Sales Trainers**
- **Sales Leaders**

Sales Leaders who want to learn how to more efficiently coach their salespeople will find that CSQ training helps them accelerate their productivity and effectiveness. Everyone who coaches salespeople will discover that CSQ helps them quickly identify shortcomings and accurately prescribe solutions that will shorten the sales cycle and improve the performance of their entire sales team.

Course Format:

The CSQ workshop includes 6 different learning modules. Each module focuses on giving the sales coach discussion points, exercises and interactive tools to use to engage salespeople and gain their commitment for continuous improvement and long-term success.

The workshop shows coaches how to apply the Action Selling process as a coaching communications process. Sales coaches learn how to use Action Selling to coach Action Selling. This methodology reinforces the power of the Action Selling process throughout the entire sales team.

Each attendee uses their specific coaching challenges during the course.



CSQ introduces you to Action Selling's innovative new online tool Action Selling Rx. Rx helps sales professionals easily diagnose and prescribe effective step-by-step solutions that turn selling challenges into strengths.

Action Selling Rx diagnoses focused areas for improvement and prescribes actionable training exercises that lead to better sales performance in the field. This exciting web-based system is fast, accurate and simple to use.

As part of the CSQ workshop, you will receive a **Free 90-day trial subscription** to Action Selling Rx.

2012 Workshop Dates

January 17 & 18, 2012
April 10 & 11, 2012
July 17 & 18, 2012
October 9 & 10, 2012

Day 1: 8:00 AM – 5:00 PM
 Day 2: 8:00 AM – 4:00 PM

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Coaching for Sales Quality Overview

An effective sales coaching system is essential to achieving peak sales performance. CSQ is an advanced 2 day workshop designed to give sales managers, trainers and leaders like you the skills and tools needed to effectively coach your sales force while mastering the Action Selling process.

Workshop Content

MODULE 1:

Your Company's Greatest Asset

Define your company's assets, the mission of the sales manager and the use of sales performance tracking tools

MODULE 2:

Coaching Sales Coaches

Determine team potential, use Action Selling to Coach Action Selling, create your coach's planning guide, improve relationships with salespeople & diagnose classic selling errors

MODULE 3:

The Sales Meeting

Coach for Sales Quality solutions, Coach's Best Questions Map, Replay the Call Map

MODULE 4:

Coaching Salespeople

Agree on needs with your salespeople, create positive company statements for coaching, sell your coaching solutions

MODULE 5:

Putting Quality into Action

Exercises to practice all components of the CSQ program

MODULE 6:

Action Selling Rx

Identifying symptoms vs. problems, diagnose selling problem areas and prescribe the most effective solutions using Action Selling learning tools.