



# CRITICAL SALES COACHING™

## Engage Reps the Right Way to Grow Sales Results

Often times sales managers get so caught up in the act of coaching their sales team that they don't stop to think about how well they are performing their coaching efforts. In fact, according to a recent study conducted by CSO Insights, more than 25% of sales managers' time is spent coaching their reps. Therefore, if a quarter of a sales manager's time is spent coaching, it is critical to make sure they are doing it well.

Janek Performance Group's **Critical Sales Coaching™ Skills** program leverages its research-based M3 coaching system together with its learning design model called **XFactor™** to provide sales managers with the skills, best practices and behaviors they need to effectively coach their sales team to achieve optimum results.

Completion of the **Critical Sales Coaching™ Skills** program will equip sales managers with the skills, tools and comprehensive coaching model necessary to guide their teams to maximum sales performance.

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\*CSO Insights, 2013

### Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas; before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

## Program Benefits & Outcomes

- Learn to differentiate between behavior and personality
- Focus on displayable behavior aspects that can be enhanced
- Identify individual and group motivators
- Create a framework to carry out dialogue over time
- Provide sales managers with the skills necessary to achieve optimum team results

## Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales interactions.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

## Target Audience

- Sales Executives
- Sales Managers

## Workshop Length

- 1 or Multi-Day Format

## Participant Materials

- Training Workbook
- Supporting Worksheets
- Job Aides
- Program Certification

## Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

## About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at [www.janek.com](http://www.janek.com).

Ready to  
Get Started?

To schedule a private training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079** today.