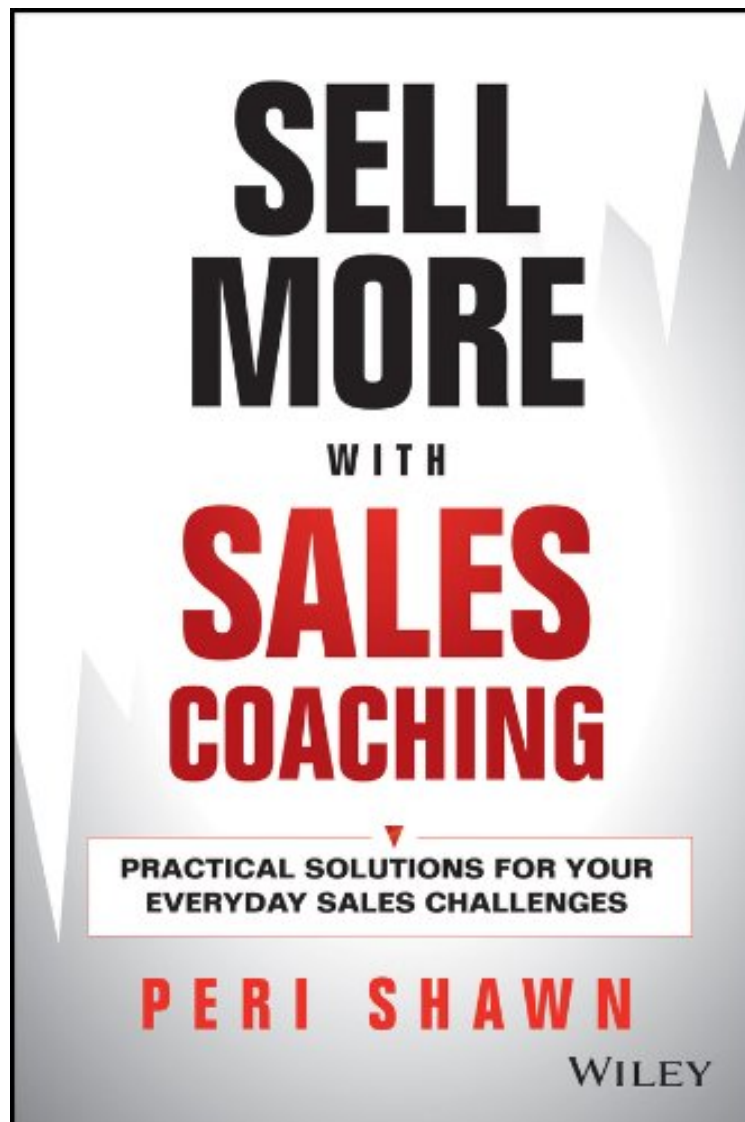


[Download free ebook] Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges

## **Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges**

*Peri Shawn*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#1022963 in eBooks 2013-09-19 2013-09-19 File Name: B00FC5PI3M | File size: 38.Mb

**Peri Shawn : Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges:

0 of 0 people found the following review helpful. Roadmap to achieving results By Sue Staught This is such a practical handbook for all sales coaches - new and experienced ! Peri shares a very practical process that is easy to replicate.

Personally I have years of sales leadership experience and I already have found myself going back to the book for tips and ideas to help my team of sales coaches and sales people deliver improved results....and it is working. Including the sample coaching questions provides a clear path of how to more granular with your discussion and really identify and overcome "sales mistakes". Following the easy "how to" approach will definitely improve your results and help build your business success. Not just a must read but a must use handbook

0 of 0 people found the following review helpful. Five Stars  
By Michael Cameron  
Great practical, easy to implement strategies to get the most out of you and your sales team

0 of 0 people found the following review helpful. More than a book -- it is your sales coach in a book  
By Maria Keckler  
With Sell More with Sales Coaching, Peri Shawn contributes a much-needed tool that strikes a perfect balance between theory and actionable insights. Companies interested in building productive sales teams and professionals need it. If you sell--gadgets, real estate, consulting, speaking, or any other service--you need it. Sell More with Sales Coaching is more than a book. It's your sales coach in a book, showing you how to avoid making the mistakes others make.

Two favorite takeaways...#1 The audience (or buyer) always comes first  
I loved the email Peri shares from a speaker selling his speaking services. Here's the impression he made on Peri (the potential buyer): "I went back to the e-mail and counted the number of times he used the words "I," "me," or "my." Then I counted the number of times he used the word "you" or "your." I count 19 I's, 10 my's, 5 me's, and only 4 your's with no you's. That's more than an 8:1 self-focused ratio."

#2 Coaching Tools  
At the end of each chapter, Peri includes priceless coaching tools to help us diagnose issues and improve results:- Sales coaching questions for each of the 10 sales mistakes facilitate reflection and conversation between sales coach and sales person, even if both of them are you.- Preparation charts help turn the mistakes around by injecting intentionality into the sales process.- Action steps help breakdown the content of each chapter into a succinct list of practical action steps.

The price of the book is worth every penny, based only on these two takeaways. Do yourself a favor and purchase a copy for each member of your team-- and eliminate each mistake that is costing you sales.

Sales coaching tools and strategies to help you sell more  
Sales executives and business leaders are looking for ways to increase their revenues without major changes to their technology, processes or workforce management. When done effectively, sales coaching can be the catalyst that improves sales results, team morale and employee retention. Sell More with Sales Coaching provides results-proven sales coaching material that includes assessment, exercises and sales coaching questions. As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capacities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching salespeople to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team
- Leveraging the use of CRM during sales coaching

The author's company, the Coaching and Sales Institute, has worked with large sales forces and provided training for the launch of the debit card, and one of the fastest-growing divisions of the Royal Bank of Canada.

From the Inside Flap  
Corporate sales executives are always searching for ways to increase revenues without making major changes to their technology, processes, or workforce. When done effectively, sales coaching can be the catalyst that improves sales results, team morale, and employee retention. Sell More with Sales Coaching provides proven sales coaching material that includes assessment, tools, and exercises. Peri Shawn's proprietary methods are derived from her work at the Coaching and Sales Institute and have been used by major corporations and mid-size businesses. As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capabilities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching team members to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team

Sell More with Sales Coaching will help your team overcome their habitual sales mistakes. Use these methods to more effectively coach your salespeople to help their clients with their buying decisions. As a result, your team members will sell more, better, sooner, and more often.

From the Back Cover  
Praise for Sell More with Sales Coaching

- "Sales coaching is essential to high-performing sales teams. This book is a must-read for sales leaders!"  
—Marshall Goldsmith, million-selling author of the New York Times bestsellers *Mojo* and *What Got You Here Won't Get You There*
- "A must-read for any sales manager who wants to improve sales performance while helping salespeople become lifelong learners."  
—Gerhard Gschwandtner, founder and publisher of *Selling Power*
- "I wish my first sales manager had read this book. If he had used it, it would have helped me sell better and sell more. If you manage those who sell—or have the initiative to coach yourself—this book is for you. I recommend it."  
—Mark Sanborn, author of *The Fred Factor* and *You Don't Need a Title to Be a Leader*
- "If you want a high-performing sales team, read this book. It's filled with practical strategies you can easily implement to transform your average reps into top sellers."  
—Jill Konrath, author of *SNAP Selling* and *Selling to Big Companies*
- "Bottom line: your team's sales will improve significantly. If you are responsible for improving sales in your organization, put down whatever you're reading and pick up *Sell More with Sales Coaching*—NOW!"  
—Joe Calloway, author of *Be*

the Best at What Matters Most "This book will open your eyes to the potential pitfalls in your sales strategy and point you in the right direction for improved success. We all need to recalibrate our processes from time to time, and this book is packed with proven strategy and solid advice." —Dr. Nido Qubein, President, High Point University; Chairman, Great Harvest Bread Co. "If salespeople had to be certified to sell, this book would be part of the licensing process! Practical, specific, and solid advice." —Dianna Booher, author of *Creating Personal Presence and Communicate with Confidence* "I love practical how-to strategies! The real-life examples demonstrating both the good and not-so-good sales practices in this book simplify the guidance process. This is a wonderful guide for sales coaches to get better results from their efforts." —Tom Hopkins, author of *How to Master the Art of Selling*

About the Author PERI SHAWN is an author, speaker, and leadership coach. Her company, the Coaching and Sales Institute, numbers among its clients firms such as RBC Insurance, Rogers Communications, Canadian Tire Financial Services, Merck, and Hallmark. Peri teaches and coaches corporate sales executives and their teams to sell more. As part of Peri's ongoing research, she has developed groundbreaking proprietary tools that demonstrate how trust affects performance, management, and the client experience. Peri has served as the national president and executive board member of the Canadian Association of Professional Speakers and the Association of Independent Consultants. She was also a member and past international council representative of the Global Speakers Federation (GSF).