



THE
COACHING
SQUARE

Inspiring your coaching journey

Sales Coaching Impuls Program

The Sales Coaching Impuls program develops your Sales Skills through a brand new angle: the sales relationship between you and your client for whom you add value by being coach in his/her buying process. You will learn the ability to partner with your client and as such increase your sales results. You will learn how to consolidate the relationship and create a strong word of mouth that opens to new business opportunities.

Who should participate?

Anyone who wants to deepen his/her sales skills and discover how coaching skills are a key element of a sales process that fosters fruitful and long-lasting customer relationships will be interested to acquire the techniques of the Sales Coaching Impuls Program :

- Sales Managers who want to enhance their relationship skills on top of their existing sales techniques;
- Sales Reps who are starting a new job or joining a new company;
- Sales Directors who want to learn new techniques on a higher level which they can apply for themselves and transfer to their teams afterwards;
- Corporate trainers looking for new techniques ;
- Anyone interested in creating stronger and longer lasting relationships with their customers.

What Can You Expect?

This journey will **boost your sales results with the right sales attitude**. You'll be able to adjust your behaviour easily with respect to the customer's needs, you'll be able to detect the prospect's style more quickly and respond to it adequately, you will enhance your self confidence in the most crucial sales steps, build loyalty with the customer and create a strong word of mouth.

You will understand that **selling is coaching your client to understand how he/she can benefit from your product or service and buy it.**



You will benefit from:

- A practical **tool kit**
- A **helicopter view on your personal sales style** that helps you acknowledge how you are doing and how you can improve your current skills
- A pragmatic experience, based on **eye opening exercises** and a strong theoretical background

What Are The Impulses?

- **Courses** - 4 days of interactive and experiential course (30% theory, 70% practical exercises) during which you practise each new technique or insight in action learning activities. You'll be able to enhance results and finding new solutions in daily professional life. A variety of methods is used: short presentation, videos, plenary discussions, brainstorming, individual reflections, exercises in sub-groups, role plays, competency development exercises, questions and answers ...;



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- **Individual coaching** - 2 sessions of 2 hours during which you are coached on specific insights or competencies of your own choice. It will help you consolidate a specific aspect of the journey.
- **Group supervision** – 2 sessions where you can practice your new insights and skills, and get feedback or tips on how to continue your learning journey.
- **Follow up**: you can contact us through email to process your specific “real life” questions during the 2 months’ journey;
- **The number of participants per program is limited to 16 per group.** The program is delivered in **your mother tongue (French or Dutch).**
- Your way of doing sales and your approach towards the client will be different after the program, it will **shift to a natural and intuitive way of working.**

Program: I M P U L S

IMPULS IS AN ACRONYME WHICH STANDS FOR SALES STEPS:

INPUT
MEASURE
PERFORM
UPPER HAND
LOOPING
SALES START UP

DAY 1- INPUT & MEASURE

You only have one occasion to make a first impression, so don't miss it!

- What is a sale?
- Demystify the impact of money: you can win more through your attitude
- Sell yourself to sell your product, so choose the correct attitude
- Your thinking steers your attitude: what are your beliefs?
- Show interest in people: don't tell, just ask questions
- Empower yourself to be more effective

DAY 2- PERFORM

Learn to translate your client's style and needs and adapt adequately to it

- Be clear with your story and KISS
- Be prepared to adapt your story when needed
- Use the language of your customer, both verbally and non verbally
- Use positive words that lead to action
- Detect your client's needs through his/her attitude

DAY 3 – UPPER HAND

Make your client feel important without losing your balance

- Look for the elements of your sales dialogue that are useful for your client
- Find out what you can agree on and choose for the 'Yes' Mood
- Welcome an objection with a positive language and keep the 'Yes' Mood
- Stay in equal partnership in tough situations: you are not less or more important than your prospect

DAY 4: LOOPING & SALES START UP

Closing is in fact starting a fruitful relationship

- The end of the sale is the beginning of a lasting relationship: how?
- Your offer is worth what you think it's worth: learn how to express the value in a steady way
- Create opportunities for side business
- Loyalty = royalties: find out ways to coach your client to be loyal
- Word of mouth is your best sales man: learn how you can ask recommendations and keep the Wow Effect alive