

# Senior Sales Coaching



## **The Need ...**

Although every organization relies on the selling skills of its senior staff to thrive and grow, many of them have received relatively little development beyond a basic selling skills course or “on-the-job learning” earlier in their careers.

## **The Solution...**

Kiddy International’s Senior Sales Coaching programme meets the key needs of both individuals and sales teams by:

- Honing personal sales awareness
- Tuning sales processes and preparation
- Improving relationship building
- Extending the client base
- Enhancing listening skills and objection handling
- Advancing negotiation techniques
- Sharing expertise

## **The Programme...**

Though very flexible, our preferred approach for this programme is to:

- Run a series of highly practical 3 x 2 hour group workshops on each phase of the sales process (i.e. Pre-Sale / Sale / Post-Sale)
- Intersperse the workshops with individual sales coaching sessions for participants, to deal with specific needs or issues.
- Build confidence and sales through shared experiences and ideas.

## **The Sales Coach...**

David Howells is an experienced Executive Coach, Facilitator and Psychologist who has more than 25 years of business experience. His style is practical, quietly assertive, inspiring and motivational. He uses “Trust Based Sales” and “Spin Selling” as his theoretical bedrock, but runs highly practical and business-focussed programmes.