



Call Coaching

Nothing has a more immediate impact on the performance of your sales team than call coaching. Spending time listening to calls and providing real time feedback is key to your sales team's growth. Call coaching allows you to identify and develop the areas where improvement will further each individual's selling skills.

Tips for Observing Calls:

1. Make sure they are prepared before you begin so you can maximize the effectiveness of your coaching.
2. Know who they are calling and how many times they have talked
3. Listen to not only what your rep is saying but also the queues the customer is sending.
4. Provide "Real Time" feedback while they are on the phone by placing notes in front of them.
5. Listen to each rep in 1-hour blocks.
6. Give feedback after each call.
7. Balance your feedback with what went right and what went wrong.
8. Learn from the prior call and use that on the next call.
9. Listen for more than just the basics. Listen for business opportunities.
10. At the end of your session write down 1-2 areas you want your rep to focus on. Use that as a starting point for your next session with them.

In order to provide effective feedback from your observations; put yourself in your rep's shoes. You heard the call, the basics are easy but usually it is the subtleties in a conversation that move it along or end it. That is the challenge of observing calls. You need to pay attention to how things are said as much as what is said.