



Coaching Salespeople: Pinpoint Sales Management Skill Development Training Series

Timothy F. Bednarz

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Coaching Salespeople delivers productive coaching techniques and strategies. It helps sales managers to improve sales performance resulting from unproductive behaviors or to mentor others to learn new skills or enhance existing ones.

Sales managers are educated how to apply effective coaching strategies and techniques that enables them to develop individual performance standards that allows them to fairly and consistently evaluate employee performance, identify unproductive behaviors and develop meaningful feedback mechanisms. They learn how to deal with negative behaviors and attitudes and to develop personal plans to correct these behaviors.



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