



PIPELINE COACH



# How to Train, Coach Your Way to a Winning Sales Culture

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# Introductions



**Our disciplines drive Salesforce.com's billion-dollar pipeline goal ...**

- **We train** more than 3,000 of the top sales producers in the world impacting >\$3.5 trillion in revenue.
- **We coach** sales managers to more than triple their sales pipelines in just 45 minutes.
- **We manage** performance by giving sales leaders forecasts that are 100% verifiable.



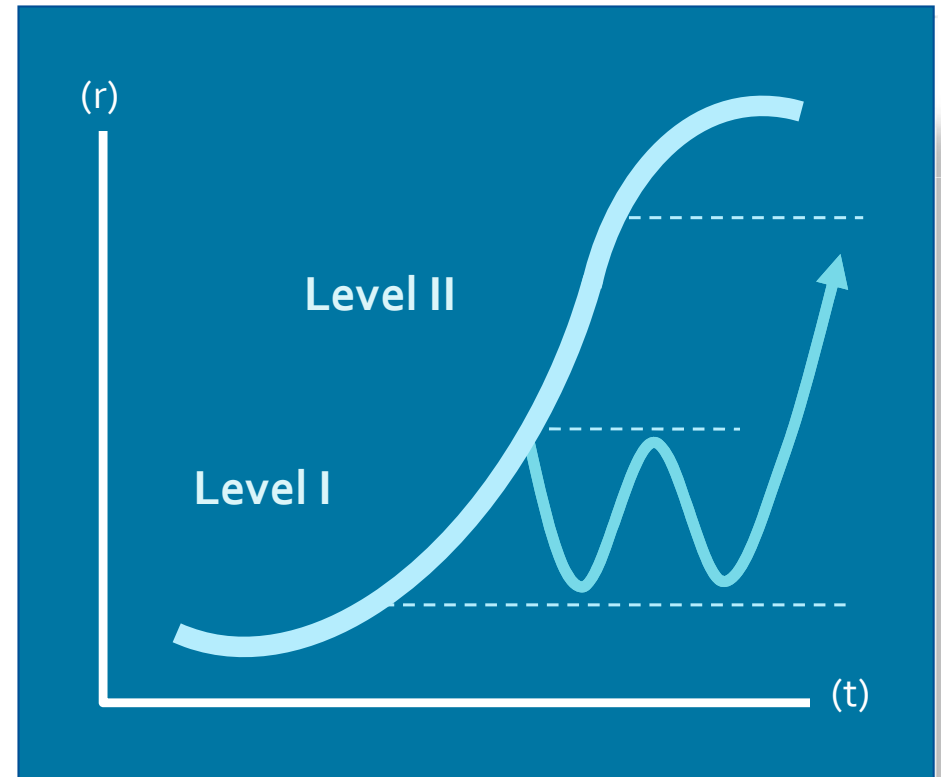
**We optimize corporate and individual performance:**

- Leverage investments in human capital, technology, and sales
- Enable change and growth initiatives via SalesforceNow!
- Enable highly productive and flexible delivery environments via PTConnect Part Time Professionals

# Change

If you could change one thing about your sales organization what would it be?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



What will it take to move your company to the next level?

# Sales Leaders

A new sales strategy may be key to improved performance, but culture determines whether your organization is ready for change.



***“Culture Eats Strategy for Breakfast”***

*- Mark Fields, EVP and Americas President at Ford Motor Co.*

# Sales Culture

## YOUR PEOPLE WALK THE BRIDGE

Because culture is often viewed as soft or intangible it is often overlooked when sales leaders plan for change.

However, you can make culture a tangible component of change by having the proper focus:

1. Measure so you can manage.
2. Track so you can train.
3. Confirm so you can coach.



# Sales Culture - Measure

Its easy to measure deals closed or dollars collected, but success is the result of executing many little things right.

When we measure the little things we have a greater opportunity to impact performance – creating a more accurate, common language shared among sales leaders, managers, and producers.

- Outcomes:**

Meetings, proposals, contracts ...

- Competencies:**

Likability, creativity, rapport ...

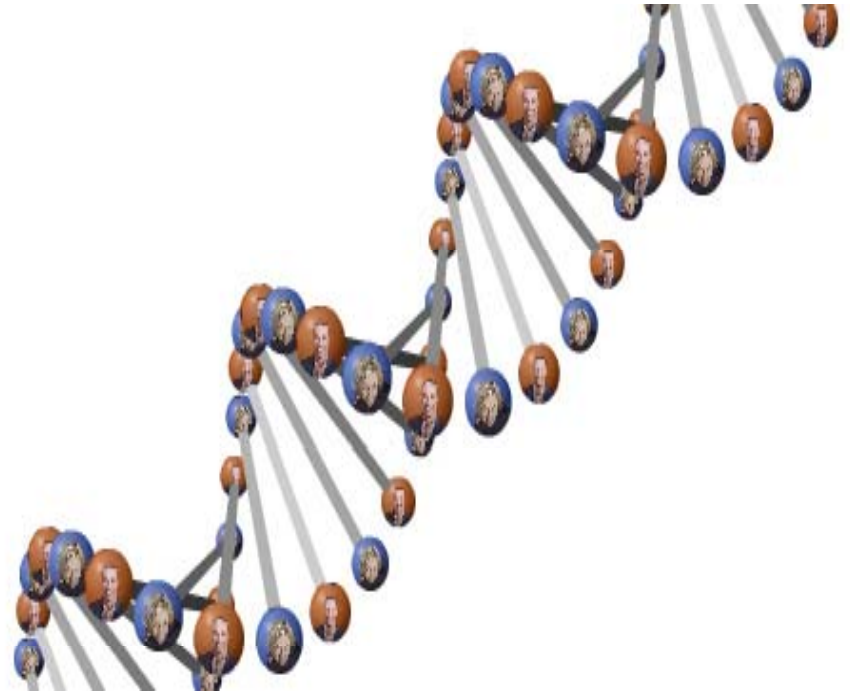


# Assess Competencies

## Behavioral Traits

- Nature of Reaction
- Extraversion
- Originality
- Agreeableness
- Channeling Effort

## SuccessDNA



# ■ Sales Competencies

- Controlling & Closing
  - Sales Effectiveness
  - Stress Tolerance
  - Strategic Agility
  - Leadership Effectiveness
  - Ambition & Drive
  - Sales Prospecting
  - Presentation Skills
- Time Management
  - Effective Questioning
  - Effective Qualifying
  - Adaptability
  - Team Effectiveness
  - Relationship Effectiveness
  - Problem Solving
  - Technical Support Skills
  - Dependability & Reliability

# ■ Sales Culture - Confirm

When we know what to measure and how to communicate what we learn, best practices and controls emerge.

Tracking (documenting) best practices and controls creates value and makes value transferable. We are able to more quickly ramp-up new team members and drive individual performance.

- **What and How we do:**

Demand Generation, forecast ...

- **What and How we think:**

Risk taking, stress management ...



## The Ease of Changing Competencies

Relatively Easy to Change	Harder, but Doable	Very Difficult to Change
Risk Taking	Judgment	Intelligence
Leading Edge	Strategic Skills	Analysis Skills
Education	Pragmatism	Creativity
Experience	Track Record	Conceptual Ability
Organization/Planning	Resourcefulness	Integrity
Self Awareness	Excellence Standards	Assertiveness
Communications—Oral	Independence	Inspiring Followership
Communications—Written	Stress Management	Energy
First Impression	Adaptability	Passion
Customer Focus	Likability	Ambition
Political Savvy	Listening	Tenacity

# Sales Culture - Confirm

After we understand the many components of a successful outcome and the best practices that make success possible, we must partner in their execution.

Accountability creates the connective tissue (mortar) that holds our people to the management and training systems developed to ensure their success.

- **Personal Habits:**

Time management, prioritization ...

- **Personal Behaviors:**

Perceptions ...



# Coach to win...

## *Session 1*

- Personalized pre-session Assessment work intake
- Review of Inventory/Assessment results
- Behavioral Strengths and Gaps

## *Session 2*

- Current State of Presentation, PR,
- Communication Skills
- Linkage to Business Development & Relationship
- Management



# Coach to win...

## *Session 3*

- Understanding Strengths & Gaps:
- Social ability, Small Talk
- Presenting on Any Topic
- Organizing Thought Processes
- Habit Change

## *Session 4*

- Understanding Communication Dynamics
- Working with Body Language
- Dealing with Assumptions
- Working with Differing Points of View

## *Session 5*

- Understanding Patterns, Habits and Beliefs
- Developing Listening /Responding Skills
- Developing Individual Strengths/Qualities
- Role Play

## *Session 6*

- Block Time
- Circle of 10 Exercise
- Successful Outcomes/Measures
- Accountability Plan