

Sales Management Services

Level 4 – Sales Coaching

What Is It?

The EBS Sales Coaching programme is specifically designed to address the needs of the individual. The individual can be working at any level in a sales team from Sales Manager, to Fields Sales to Customer Service. EBS will provide coaching to address any identified areas of real or perceived weakness.

The approach is informal and non intrusive. It will allow the individual to develop the essential skills required for personal development with the obvious benefits to the organisation as a whole.

The programme can be anything from one-off sessions to a longer term activity. It can be staged for individuals who are new into a role and have maybe have made a recent career step into Sales Management. Alternatively, they could be completely new to the sales process and would benefit greatly from one-to-one coaching from an experienced sales professional.

What are the advantages to my organisation?

- Access to qualified and experienced sales management professionals, typically with 20+ years of experience.
- Bespoke one-to-one coaching.
- Addresses issues specific to the individual.
- Coaching sessions at times to suit your staff.
- Provides individuals with those skills essential to their personal development and the long-term health of the organisation.
- A service specifically designed to help small to medium size businesses get the most from their individual sales people.

What Is Included?

The EBS Sales Coaching programme provides invaluable one-to-one coaching for any individual involved in the sales process. The programme is very specific to the individual and covers.

- **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of the organisation and the specific needs of any individual in the sales process who would benefit from the programme.
- **One-to-ones** – these would address those particular areas of weakness established at the initial meeting. The meetings would be of a relatively short duration, between 2-4 hours but would be intensive and very specific.
- **Accompanied customer visits** – these would be agreed in advance and would be designed to address any issues which may have been raised regarding direct interfaces with the customer.
- **Distance coaching** – This would take place by telephone or email.
- **On-call coaching** – If the individual encounters a specific problem, then EBS would be on call to discuss this and provide a solution.

What Does It Cost?

The fees for the EBS Sales Coaching programme will vary according to the extent of the work involved. An initial meeting would take place free-of-charge after which an accurate assessment of the time required will be made, a firm quotation will follow.

EBS will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

The EBS Coaching programme is generally delivered on a day rate basis, currently charged at **£750/day + VAT**.

However, the programme caters for those occasions when an individual may want to address a particular issue which could be discussed via telephone or email. On these occasions this would be catered for on an hourly rate basis of **£100/hour + VAT**.

About EBS Sales Management Services

EBS Sales Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of sales management services includes:

- Level 1 - Sales Team Performance Audit
- Level 2 - Sales Management (including sales and management process definition)
- Level 3 - Sales Team Training including Customer Service
- Level 4 - Sales Management Coaching and Sales Executive Coaching
- Level 5 - Strategic Sales Management working at Board Level
- Level 6 - Interim Sales