

Coaching for Results – Description & Outline

Develop skills for effective coaching in the Call Center environment

Course Description

Spohn's Coaching for Results is a 2-day, Instructor-led course teaching basic management principles and practice in direct, real world application in the Call Center environment. This program has been designed to teach the art of coaching, techniques of effective feedback, provides an effective sales coaching model and teaches the student how to implement a developmental sales coaching model. Exercises using real world scenarios are included, challenging the participants to effectively coach sales individuals and identify and address customer needs in relation to your organization's solutions.

Coaching for Results effectively develops management and coaching skills to:

- Boost the student's impact as a manager
- Optimize time spent with direct reports
- Develop better teamwork within the call center
- Enhance the student's promotability and that of their sales people
- Reduce turnover of call center employees
- Increase sales overall through better trained call center personnel

Course Objectives

Upon completion of the Coaching for Results course, coaches will be able to:

- Define the role of management and how to enhance the performance of others
- Identify the skill levels of individual direct reports and implement developmental strategies based on those skill levels

- Apply an effective sales coaching model
- Implementing developmental sales coaching
- Provide effective feedback
- Build teamwork
- Apply effective time management principles

Course Outline

Day One:

- Module 1: Introduction
- Module 2: The Role of Management - Performance Enhancement
- Module 3: Implementing Developmental Sales Coaching
- Module 4: Techniques of Effective Feedback
- Module 5: Sales Coaching Model - Preparation/Opening/Needs Dialogue
- Module 6: Sales Coaching Model – Obstacle Dialogue / Closing / Follow-up

Day Two:

- Module 7: Communication Styles – Personality Traits
- Module 8: Just-In-Time Coaching
- Module 9: Consequential Coaching
- Module 10: Team Coaching
- Module 11: Remote Management Coaching
- Module 12: Time Management of a Successful Coach
- Module 13: Final Case Exercise – Putting It All Together
- Module 14: Develop Personal Action Plan – Coaching Commitment
- Module 15: Post Program Coaching Plan (Recommended)
- Module 16: Close of Program