



## Coaching (1-day class)

In order to maintain and improve the customer service and sales skills employees have learned in previous classes, we offer a coaching class for managers and supervisors.

### Steps In The Coaching Class

1. Setting the Stage: The Purpose of Coaching
2. Kicking Off the Coaching Process With Sales and Customer Service Teams
3. Performing the Coaching Process
4. Giving Constructive Feedback  
Group exercises where “customer” and “employee” perform Premium Customer Service and/or Selling Skills role plays while the “manager” observes, then provides feedback to the employee, practicing the skills of a coach. An outside observer then critiques the coaching skills.
5. Coaching On An Ongoing Basis

### Benefits of Coaching Sales & Customer Service

- Empowers managers to improve employees’ sales and service skills.
- Gives managers confidence for sales mentoring via tools and hands-on training.
- Keeps a sales and service mentality in the forefront.
- Energizes your sales & service momentum

**We recommend all managers and supervisors take our Coaching class following the Review & Advanced Selling Skills and/or Premium Customer Service class.**



Palau National Communications Corporation, Koror, Palau

- C**oncentrate on employee skills
- O**bserve and document regularly
- A**sk employees to self-access
- C**oordinate action plans
- H**ang in there and follow through

The Palau National Communications Corporation trained their entire staff in Premium Customer Service, Selling Skills, Advanced Selling Skills and Coaching. Coaching ensured that the skills learned in the other classes would be carried over into everyday operations.

**Please see reverse side for Coaching class outline**



## Coaching (1-day class)

### Coaching Class Outline

#### Setting the Stage: the Purpose of Coaching

- Get the coaching managers to buy into coaching
- “How can I add coaching to my busy schedule?”
- Help managers make the transition from reactive to proactive
- Understand the difference between coaching and counseling

#### Kicking Off the Coaching Process with Sales and Customer Service Teams

- Get employees involved
- Role-play a kick-off meeting
- Answer questions that may come up
- Introduce any compensation programs being added for employees
- Tie coaching results to measurable sales and/or customer service improvement and a reward program for coaches

#### Performing the Coaching Process

- Identify the sales or customer service skills being measured
- Recognize which calls to select, accounts and anecdotal experiences to review
- Measure sales or customer service skills objectively, specifically and through identifiable skills (Sample worksheet/job aid provided)
- Use the worksheet job aid
- Conduct role-plays to sharpen skills

#### Giving Constructive Feedback

- Group exercises where “customer” and “employee” perform Premium Customer Service and/or Selling Skills role plays while the “manager” observes, then provides feedback to the employee, practicing the skills of a coach. An outside observer then critiques the coaching skills.

#### Coaching On An Ongoing Basis

- Design an Action plan with “employee”, based on completed role play, to improve coaching planning skills.

Please see reverse side for Coaching class overview