

Sent: Tuesday, July 29, 2003 11:25 AM

Subject: BIZ BANK: "COACHING" A WORLD CLASS SALES TEAM

Dear Aquathin Dealer OnLine;

At our recent meeting in Lisbon, several speakers were fond of the phrase, "world-class Sales Team." "World-class" means meeting the highest standards and being acknowledged by your peers and your Customers as among the best on the planet (AND YOU ARE!). It means that you routinely go up against competitors in your market, and you win.

For any new Individual and as a Team, it's a challenge to get to the top of your game, and its here you want to stay! That's why Coaching is so important.

As Neil Rackham notes in his groundbreaking book, *Rethinking the Sales Force*, a strong emphasis on Coaching is one of the most consistent characteristics of successful consultative sales forces. Coaching gets results.

We divide Coaching into three categories: FAB = Product Features And Benefits Coaching, Skill Coaching and Strategy Coaching:

FAB Coaching is a clear and concise understanding of the superiority of your products, processes, services, achievements, accomplishments, credentials, domestic and international presence, Customer base, and longevity. As a Coach, you must chronically review with your Sales Team, what Aquathin has to offer...and how others do not come close.

Skill Coaching attempts to improve face-to-face selling skills...understanding what your Client's needs are. This is a time-consuming process, because it usually requires that the Coach go out on Client calls with the Sales Consultant. And to be effective, Skill Coaching has to take place frequently - at least once every two to three weeks. It's hard work, but the payoff in performance improvement makes it one of the best investments of time and energy a Sales Manager can make.

Strategy Coaching is aimed at improving Salespeople's abilities to plan calls and create account strategies. This is less labor intensive than Skill Coaching, but it requires the Coach to have a deeper understanding of the Customers' needs at his business and or concerns at the home. While Skill Coaching is limited by the number of people that can be coached at one time, Strategy Coaching is not limited and can be a group coaching roundtable discussion.

The barriers to launching a new coaching initiative can be substantial. It is often resisted by managers and resented by salespeople. But consider this scenario: two competitors, One makes a serious investment in Coaching; the other doesn't. One develops a world-class Sales Force... and the other settles for something less. Coaching is expensive...if you do not employ good Coaching, it will cost you sales and employee turnover...and that's expensive.

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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Alfred J. Lipshultz, President

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