



World Biogas Association

Self-coaching

Be your own coach and seek feedback often. Feedback is a gift and helps you improve your skills, hone your talent and increase the results that you want. Professionals at the top of their game receive regular feedback and analyse exactly what they are doing, to look for any areas they can improve.

Professional football teams review the recordings of their game whether they won or lost and seek ideas and self-analysis around where they could do better, what they're doing well (so they can do more of that) and what they need to stop doing immediately where necessary.

Professional singers and bands record and review repeatedly until they get it right and analyse every nuance of what they do before anything is released to the public.

Professional Chefs constantly seek reviews and feedback making changes to their dishes as they go along, relentlessly refining their art and their craft. They would never send a dish out to the table without knowing exactly what it tasted like.

To make serious sales, you must take sales seriously. Review your presentations, conversations and meetings and constantly seek feedback (not constructive criticism, there is only one word the mind picks up on in that phrase).



- Where possible, record yourself and listen/watch back
- Ask for feedback (it's a gift)
- If feedback doesn't sting it's probably not that useful
- Pick someone to be accountable to (without accountability nothing changes)
- Mark yourself 1 – 10
- What could you do to help you get one mark higher? Must be an action – be a verb not a noun.

Self Coaching Plan

Give yourself a mark out of ten for how you rate your current sales skills and results.

_ / 10 *1 = Very poor 10 = Amazing

List three things you know you do well during sales meetings

Following the module, I will make the following changes and take these specific actions.

To achieve (must be measurable)

Start date

Review date

Review with

Date

Name

Signed

NOTES

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