



COLD CALL LIKE A BOSS

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Sales Coaching Pack 2022

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Be your own best friend

Be your own coach and seek feedback often. Feedback is a gift and helps you improve your sales 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, constantly 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. Listen to and review your calls, chats and conversations while constantly seeking feedback (not constructive criticism, there is only one word the mind picks up on in that phrase).



- **Wherever possible, record yourself and listen/watch/read 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 get one mark higher? Must be *actions* – *be a verb not a noun*.

Call listening and coaching options

The fastest way to develop your sales skills and the skills of your team is to listen to and watch back on your performance. Record your calls, Zoom meetings and webinars. Then review, analyse, and feedback.

How do you coach yourself? Listen to your own sales calls or watch your video meetings.

- Find two calls over 3 minutes in length.
- Make two columns on a sheet of paper – one column is to write down what you liked about the call; the other column should be ideas of what you'd do differently to improve the call.
- Fill both columns as you listen to the call.
- Listen for how you *sound* as well as what you've said.
- Give yourself a mark out of ten on the 6th Door coaching document at the end of this guide.
- List *three* actions you could take that would increase your mark by *one point*.
- Set a time scale to implement changes.
- Review and follow up – share your findings with your coach and/or teammates.



Ways to coach your team

Coach listens only

- Find a random call from a member of your team, listen to the call and identify positive points and areas for development. (Do not give them a 1-10 score)
- Deliver the feedback side by side with your team member giving them two development areas.
- Gain agreement on the development areas and a realistic time scale for change.
- Agree a follow update and ensure the follow up takes place. **(no follow up = no development)**
- Leave on a positive.
- Capture all agreed actions and dates on the 6th Door coaching document that you'll find at the end of this guide and store appropriately.

Coach listens to call – then team member listens to same call

- Choose a random call of appropriate length. Listen to the call and take notes of positives, what you would like them to develop and give the call a 1-10 rating.
- Keep your notes to yourself for now.
- Ask the team member to then listen to the call (while you get on with your day) and mark themselves 1-10 capturing what they like and what they would like to develop.
- Once you have both listened ask the team member to discuss what they heard, what their score was and why? What do they want to develop?
- If congruent with yourself deliver lots of positive feedback and get them to agree on actions.
- If different from your own findings always get them to agree actions that 'they' want to change first. If your points are important add them on top at the end of the session.
- Gain agreement on the development areas and a realistic time scale for change.
- Agree a follow-up date, and ensure the follow up takes place **(no follow up = no development)**
- Leave on a positive.
- Capture all agreed actions and dates on the 6th Door coaching document that you'll find at the end of this guide and store appropriately.

Full one-to-one

- Whilst delivering KPIs, bonus information, attendance etc utilise the time together to listen to a call or review a video at the same time.
- Use a private area so nobody else can hear the call being played.
- If there is no available private area *wait*. Listening to a call in-front of the team can easily embarrass people and slow any development and willingness to be coached.
- Have a great conversation and challenge any limiting beliefs or attitudes.
- Gain agreement on the development areas and a realistic time scale for change.
- Agree a follow update and ensure the follow up takes place (**no follow up = no development**)
- Leave on a positive.
- Capture all agreed actions and dates on the 6th Door coaching document that you'll find at the end of this guide and store appropriately.





Date

Name

To review on

To review with

What I know I need to work on

What I've learnt

What I'm going to do after this session

<i>Who's help do I need?</i>	
<i>What tools do I need?</i>	
<i>How will I know when I've achieved what I want?</i>	