

## WHY COACHES COACH

*It's energizing to work with effective coaches and exciting to spend time with their teams.*

*And, regrettably, it's frustrating to work with caring quality sales managers who would coach if they had the knowledge, time, and resources.*

*Hopefully, this brief examination will help you – senior and sales managers – make it possible to coach more often and more effectively. Your people need your help!*

## COACHES COACH BECAUSE THEY CAN...

### ➤ TIME

Many – if not most – sales managers spend all of 50+ hours per week working hard on important or urgent things, but not on developing people and/or business. How much of your time is invested “facing your team”?

Get the facts and the truth...exactly what was on your calendar last week that involved

- Developing talent?
- Encouraging successful behaviors?
- Developing business?

**What's on your calendar** this week? Next week?

### ➤ RESOURCES

- **Education, training and learning** – For most of us, effective coaching is not intuitive. Skills are acquired. Good habits develop from learning and practice. Study coaching! Contact Efficient Marketing if you need guidance.
- **Support** – When a sales leader demonstrates an ability to develop people to develop business, they create real value. Supporting effective sales managers is a wise investment.

### ➤ SYSTEMS

- **Information** – Utilization of data and contact management systems should be mandatory.
- **Technology** should be used to achieve greater efficiency and to make higher levels of effectiveness possible.

Most top performers understand that utilization of technology is essential for effective people.

- Our web-enabled **Knowledge Center & Tutorials** can help you cost-effectively share knowledge and successes.

To view a tutorial, visit our Website at [www.efficientmarketing.com](http://www.efficientmarketing.com) and select “Demo”.

### ➤ OPPORTUNITY MANAGEMENT/PIPELINE

Few pipeline reports **cause more business**. Without the right focus, pipeline reports actually interfere with doing more business.

We can help you improve the value of your pipeline process, and reduce the cost of managing your opportunity pipeline.

- **CoachLink™** ... opportunity management system – an online high-impact, easy-to-use, cost-effective coaching tool. In a few minutes each week, accurate factual information about completed activities is shared between team members and leaders. For more information contact us at [info@efficientmarketing.com](mailto:info@efficientmarketing.com).

### ➤ PROCESS... “THE WAY”

#### “Coach to what?”

Without a playbook that defines “The Way” – your way! - it's virtually impossible to leverage time and knowledge. Utilization of agreed-upon systems facilitates communication, execution, and measurement. Ambiguity destroys productivity. Clarity increases self-confidence.

### ➤ EMPOWERMENT AND CONTROL

We perform best when we have a sense of ownership – authority, responsibility and accountability. Top performers work best in an environment with minimal restrictions and limitations.

## BECAUSE THEY UNDERSTAND...

### ➤ COACHING MAKES MANAGING EASIER

Coaching is positive; it involves an investment of self in others. Coaching makes deposits in relationship accounts. Coaching creates bonds. Coaches must believe that they impact positively (by their involvement) and impact negatively (by ignoring or missing important issues that arise).

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- **COACHING SAVES TIME**  
It's not top performers who consume most of our time. Coaching should not be used to criticize behavior, but to focus on what's working and what can be better.
- **COACHING IS FORWARD-LOOKING**  
Most coaching should be developmental, future-focused, and results-oriented.
- **COACHING IS PROACTIVE**  
Proactive people have less need to be reactive.
- **COACHING IS IMPORTANT**  
Development of people is seldom urgent, always important. Top companies have a core belief that their most important resource is their people. Coaching demonstrates that belief.
- **COACHING IS ABOUT EFFECTIVE EXECUTION**  
Coaches help plan the moves, sometimes assist, and always review what they help plan. People excel with agreed upon goals and accountability measurements.
- **COACHING BEFORE AN ACTIVITY DEFINES THE PLAN OF ACTION, COACHING AFTER (REVIEWING) EXAMINES THE EXECUTION – NOT THE OUTCOME**  
Your best coaching will happen when you review what you help plan. Be available to review what wasn't planned, but avoid reinforcing lack of preparation. Get agreement on what needs to be done next time.
- **COACHING FOCUSES ON SITUATIONS AND OPPORTUNITIES – AND HOW THE INDIVIDUAL AFFECTS THEIR OWN SUCCESS**
- **COACHING IS MORE ABOUT EXCELLENT QUESTIONING AND LISTENING WELL TO THE ANSWERS THAN ABOUT TELLING PEOPLE WHAT TO DO**  
Coaching requires a "call plan".
- **COACHING HELPS PEOPLE DISCOVER AND LEARN**  
Reframe what people instinctively know and get their buy-in for the process.
- **COACHING OF STRATEGY TAKES PLACE AWAY FROM THE CLIENT, COACHING OF SKILLS HAPPENS AT POINT OF CONTACT**  
Great coaches do both well!

## COACHING WORKS BECAUSE SENIOR MANAGEMENT...

- **COACHING SALES MANAGERS**  
Coaching tends to be cultural; so does a lack of coaching.
- **RECOGNIZES & REWARDS**  
Doing the right thing well is acknowledged, and appreciated.
- **MEASURE WHAT MATTERS**  
Senior managers pay attention to critical success factors and make resources available for efficient, effective measurement.
- **PROVIDES SUPPORT & RESOURCES**  
If coaching is important, some investment is required.
- **EMPOWERS**  
Effective coaching requires making decisions.

## TIM'S COACH SAYS...

*"Serving as a coach is an honor and a responsibility; it requires open communication. Coaching creates exponential growth for both the coach and their people. Great coaches create mutual accountability that is motivating and productive."*

*People who work with skilled coaches reach new levels of success with greater clarity, more focus, and less effort. Those who are coached deepen relationships more efficiently and effectively. They experience success at higher levels than those who are not coached."*

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