

# Sales Call Coaching - How to

Sales Call Coaching means that you as a Sales Manager, join your reps in Customer Calls with the purpose of observing and evaluating sales behaviours, and giving feedback and coach the person. Here we have gathered some things to keep in mind when doing this.

## [Observe techniques that are used - Sales Method](#)

Use the different phases in a sales visit to plan and discuss the meeting:

Preparation - Contact - Presentation – Exploring needs – Implication Questions - Handling questions & objections - Accept - Afterwork.

## [Use a template for feedback](#)

Especially when you are not so experienced it is a good idea to use a template for the Sales Call Coaching planning as well as the feedback. One suggested evaluation form can be found in this documentation.

## [Different customer situations require different behaviours](#)

Think through which behaviours and contents of meetings are needed in which parts of the sales process. Adapt the feedback template accordingly. With a well-defined Sales Process, you will end up developing multiple evaluation criteria for all the meeting types you need to perfect throughout the process.

## [Ignore the fact that you are two](#)

Many salespeople and managers worry about what to say to the customer when they come more than one. Say nothing, just introduce yourselves. Team selling and Call Coaching are natural parts of sales activities in modern complex sales.

## [Give the feedback immediately after the visit](#)

When you come out of the meeting sit down in the car or in a café and provide feedback of the Sales Call. Immediate feedback will create a stronger psychological link to the behaviour that is coached.

## [How to give good feedback](#)

Start with something positive. Then the sales rep should first give some short comments on the meeting (what was good, what can be improved etc). Then the Sales Manager/other colleague should provide feedback. Try to concentrate on a few selected important areas of improvement. We cannot develop all at once.

## [Help each other to develop skills to make Sales Call Coaching](#)

Afterwards you should also discuss how you can further improve the Sales Calls as a coaching tool. How to present each other, how to avoid interrupting, how to change roles during the visit etc.

## [Train and prepare Sales Calls during your sales team meetings and sales trainings](#)

Depending on your experience, maturity and the purpose of the visit, the feedback afterwards might vary considerably. Use the sales team meetings or training sessions to improve and develop the execution of the Customer Calls, and practice giving each other feedback from them.

## [Select the right customer visits for training](#)

Sometimes it is good to visit a known and friendly contact to train during a Sales call. Sometimes you should select visits more randomly among new prospects to get a realistic training situation. Make sure also to vary contact levels/persons to create different situations for the Sales Call Training for the Sales Reps.