

SPARKING IDEAS AND ACTION IN YOU AND YOUR BUSINESS
HARMONY COACHING & CONSULTING

The Top 10 Actions to Building a Stronger Sales Team in 2006

- 1) Clear communication.** Use the KISS method – it does not have to be complicated to outline exactly what is expected of them daily, weekly, monthly and quarterly.
- 2) Motivate your current sales team with incentives,** rewards and, most importantly, acknowledgements of a job well done. In many of my interviews with dissatisfied sales professionals, they lament the fact that their achievements are not noticed nor seem to matter.
- 3) Praise in public,** criticize in private.
- 4) Promote from within.** Nothing motivates current sales team members more than knowing they, too, can be promoted when they prove themselves worthy.
- 5) Be accessible.** Having a manager actually listen and be available may make the difference to that sales rep as to whether they close or lose the sale.

Continued on page two – Sales



Do You Have A Strong, Motivated Sales Team?

Why Coaching Works

By Bill Burtch, SPHR, ACC – President of Harmony Coaching & Consulting

Coaching is one of the most requested professional development methods of corporate leaders. In a 2001 study by the Corporate Leadership Council coaching was the 5th most requested method for development. In a more recent study by Ninth House, 95% of all the Fortune 500 firms that

participated in the study utilize external executive coaches as a part of their leadership development program. So what's the big deal about coaching? Why do companies spend time and money on coaching? Because it works! The Manchester Report, identifying the ROI of Executive Coaching, put it in the range of 500 – 1000% ROI by those participant's it surveyed. In a recent example with one of my own clients, a hotel General Manager, the client was able to increase employee satisfaction/loyalty by 52% and decrease employee turnover by 25%!!

But WHY does it work? How does it get those kinds of results? Here are five reasons why coaching works:

1. The Coach assists the client in clearly identifying their current and future state. As Stephen Covey says, "Begin with the End in Mind." Coaching helps to clearly define where the client wants to go, what goals they want to achieve, and whether those goals are identified numerically, in behaviors or some other format. Have you ever said, "I'm not quite sure where I'm going but I'll know when I get there?"

Continued on page two – Coaching Works

Inside This Issue

1. *Top Ten Actions to Building a Stronger Sales Team in 2006*
1. *Why Coaching Works*
3. *One Minute Ideas*
4. *Pump Up Your Coaching Skills*
4. *Schedule of Public Courses*

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Continued from page one – Sales

6) Assign mentors to new hires. A seasoned sales rep can help the new hire avoid the rookie mistakes and accelerate his/her ramp-up time.

7) Offer training consistently throughout the year to your sales team. Always keep sharpening the saw.

8) Have a book of the month that all read and discuss. Hundreds of excellent books exist that relate to selling and business success. (Contact me for a list of top books if you'd like).



9) Build your bench. If you see top talent from your competitors in the field, begin a relationship with them so you can contact them when you have an opening. It's not IF you will have an opening-it's when. People get promoted, move, quit or are fired.

10) Continue your relationship with your external recruiter. When all internal efforts are exhausted, or you need professional help hiring top talent, you'll have an ally ready to go to work for you.

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"It takes less time to do things right than to explain why you did it wrong."

— Henry Wadsworth Longfellow

"There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants and a burning desire to possess it."

— Ronald Reagan

"Let your thoughts be positive for they will become your words. Let your words be positive for they will become your actions. Let your actions be positive for they will become your values. Let your values be positive for they will become your destiny."

— Mahatma Gandhi

Continued from page one – Coaching Works

Coaching helps to identify on the front end where you're starting from so that the course plotted is one that gets you there in the most efficient and effective manner possible.

2. Coaching provides a customized approach to development and goal attainment. This is not a one size fits all methodology. Each coaching engagement is specifically designed for and by that client and coach based on the needs and objectives of the client. Have you ever gone to a training class thinking it was exactly what you needed to make the step in your performance or career only to find that much of what was discussed you already knew or, when you got back with your bag of new knowledge and skills, you got sucked back into your old habits by the work environment? The customized approach of coaching is designed

specifically to address those issues so that it's 100%

applicable

and offers you the support to implement new skills and behaviors.



3. Coaching is a focused on Action! The objective is to move the client forward towards the identified goal(s). It's about what the client is going to do to get there. Contemplation, self-awareness, knowledge attainment, etc. are often aspects of the coaching process and then it's about what action will be taken based on those gains. When working with a client after determining the goals and objectives he/she wants to achieve, we then turn our focus on the developing an action plan for achieving them. The coach then becomes an accountability partner to help hold you to the actions you agree to undertake.
4. Capacity building is one of the objectives, I, as a coach achieve with clients. The action undertaken is designed to achieve the goals as well as build the capacity of the client.

Continued on page three – Coaching Works

Continued from page two – Coaching Works

Capacity building is one of the objectives, I, as a coach achieve with clients. Coaching facilitates learning, skill and competency development and does not attempt to deliver answers to the client. Having the client utilize their individual strengths, knowledge, skills and abilities, develop plans, take actions, and become self-sufficient and self-correcting are prime objectives. This is where coaching is different from consulting.

5. Consider having a trusted person working with you whose only objective is to help facilitate your success...no other agenda... Who you can say anything to without fear of it going beyond the two of you... Who is there to listen and offer honest, objective feedback... Who utilizes all their knowledge, skills and resources for your success. This is the coach /client relationship. It is like very few relationships in our personal or professional lives and has the ability to provide an environment for significant accomplishment in an accelerated manner.

The experience of Harmony's coaching clients mirrors the results of professional studies as they site improvements in team effectiveness, productivity, retention rates, employee satisfaction, profitability, relationships with peers and direct reports, reductions in costs, career advancement, and cost reductions to name a few.



Executive Coaching is a very accessible and time effective development tool (that works) for busy organizational leaders. Is it time for you to incorporate it into your learning and development program?

If you or your organization want to supercharge your professional development program utilizing an external coach Harmony can assist. Please call, 901-272-7390 or e-mail, bburtch@harmonycc.net to schedule your free initial consultation or to find out more about our individual and group coaching programs.

Web Site Of The Month!

This Federal Government website is dedicated to helping Americans understand more about their money – how to save it, invest it, and manage it to meet your personal goals.

Check it out at: www.mymoney.gov



ONE MINUTE IDEAS

Skills

What skills do you already possess and which new ones do you need to learn and develop? The following exercise will help you identify your present skills and the new ones you need to develop:

1. If you could buy 10% of the earnings or productivity of another person, what qualities and skills would you look at to make your decisions?
2. Make 2 lists – one of qualities and one for skills.
3. Then look at your two lists and ask yourself which ones you don't already possess or cannot learn.



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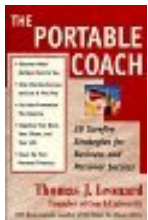
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Pump Up Your Coaching Skills

February 5 – 11 is International Coaching Week and to celebrate I wanted to let you know of a few of my favorite coaching books. Each are listed at my website www.harmonycc.net/links.htm, with a quick link to Amazon.com so you can add them to your library.

Co-Active Coaching by Laura Whitworth describes a specific model of coaching espoused the by Coach Training Institute and includes personal and professional coaching scenarios as well as a host of resources, forms, exercises, etc. in the back of the book.



Thomas Leonard, the father of modern day coaching, provides you with your own 'coach' to tag along with you wherever you go in his book **The Portable Coach**. In this book he shares the wisdom he learned in working with hundreds of clients and founding two coaching schools.

Coaching For Leadership by Marshall Goldsmith is a great book that pulls together the knowledge and techniques of some of the world's most successful Executive Coaches. In it, these coaches describe how coaching can work in different situations to develop leaders, to develop yourself as a leader and a coach of leaders!

[Click here](#) to order these coaching books and other great books!

Schedule of Public Courses

The following courses are offered by Harmony Coaching & Consulting in a public forum. Follow the links to register or find out more information.

Course Title	Date(s)	Time
Essentials of Human Resource Management www.protraining.memphis.edu	February 23, 24, 2006	9:00am - 5:00pm
Coaching & Counseling Skills www.protraining.memphis.edu	February 17, 2006	9:00am - 5:00pm

Harmony Coaching & Consulting is in the business of maximizing human talent for individuals and organizations in various industries. We accomplish this through the analysis, design and implementation of [Human Resource Programs](#), [Professional Development Training](#), [Personal Executive Coaching](#) and [Assessments](#).



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