

The Coaching Advantage

Improving Sales Results through Coaching

Where coaching is structured and linked to organisational and strategic objectives, it becomes a powerful and cost-effective tool that can give an organisation a significant competitive advantage.

In a sales oriented organisation, especially where the focus is on relationship selling, many of the communication tools and skills learned through coaching will also improve the individual's capabilities to develop and build effective business relationships.

Coaching can be a very valuable tool in today's sales armoury and those sales people that don't know about it are losing out to the competition.

This workshop looks at coaching as a sales skill for sales people that are looking to develop their skills in relationship building and influencing other through their approach and attitude.

Learning Outcomes

The key objectives of this workshop are that delegates will:

- Understand the benefits of coaching to the individual, the team and the organisation
- Understand how coaching skills enhance a team's ability to develop, progress and improve
- Learn, through practice, effective coaching tools and techniques
- Build their confidence in coaching members of their team
- Develop a Coaching Action Programme for their team



Trevor Edwards



Trevor has extensive business experience in senior management positions with several blue-chip organisations. During this time he headed up operating divisions for three companies, managing sales, marketing and production teams and leading successful change management programmes.

Trevor's working life has mostly centred on working directly with people from all walks of life, developing their potential, facilitating personal change and transforming groups of individuals into successful, motivated teams.

A specialist in Neuro Linguistic Programming and a Certified NLP Master Practitioner and Trainer, Trevor designs and delivers NLP programmes that combine experiential learning with the practical application of the tools and techniques, enabling others to increase their personal effectiveness and make positive and beneficial changes in their personal and business lives.

Trevor is able to make the training real and relevant, helping people to develop their inner strengths, expand their thinking and communicate more effectively.