

# Sales Team Coaching

UNLEASH YOUR SALES TEAM'S POTENTIAL



We're transforming the way companies manage, train and support their sales teams.



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## TRADITIONAL COURSE-BASED TRAINING

# Vs

## SALES TEAM COACHING

- Generic content delivered in classroom environment
- Little or no reinforcement
- No plan to integrate learning into everyday workplace
- No direct link to company sales objectives
- No ongoing coaching support
- No accountability to implement new learning

- Minimize class times & maximizes learning by doing
- Integrated with company sales strategy & plan
- Focused on achieving company sales objectives
- Customized content
- Ongoing live coaching support via email & chat
- Accountability systems built in via Management

## THE BUSINESS CASE FOR COACHING & NOT TRAINING:

- Up to 89% of learning is lost within 30 days as people struggle with implementation & quickly return to their old ways of working.
- Valuable time lost with salespeople away from their desks and missing from their "business as usual".

- Salespeople are 63% more likely to hit their sales target. *Sales Executive Board*
- Up to 86% increase in sales productivity. *International Coach Federation*





## Create a common sales language across your team

### **SALES DEVELOPMENT REPS**

*...need to build effective  
outbound campaigns*

### **ACCOUNT EXECUTIVES**

*...want to quickly build  
relationships and close deals*

### **ACCOUNT MANAGERS**

*...are challenged to manage  
accounts and upsell*

### **SALES LEADERSHIP**

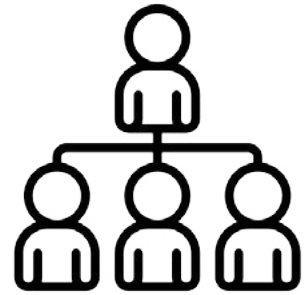
*...leads, motivates and  
inspires the team*

Done correctly, sales coaching provides confidence, skills and a structure that sales teams can follow, and leaves a legacy of documented sales systems and processes.

# Organizational Goals

## HOW KLOZERS HELPS

### DRIVE A FAST TRANSITION TOWARDS YOUR ORGANIZATIONAL GOALS



#### Organization Goals

Create consistent revenue streams that allow you to innovate and set new trends in existing & new markets as a brand leader.

Drive changes in sales to achieve strategic initiatives.

Support positive changes in sales culture.



#### Challenge

How do we deliver meaningful sales training that has an impact?

How do we align our day-to-day sales activities with our overall sales growth strategy?

How do we increase staff engagement and momentum across the sales function.



#### Solution

Klozers provides a framework of strategies, tools and processes to quickly create and manage sales teams.

Link any sales training to organizations goals.

Invest time in coaching salespeople on new skills.



#### How it works

Invest time ahead of any training to customize content.

Workshop led approach to capture strategic details.

Inclusive people strategies to give the wider team a sense of ownership and provide buy in.

# Sales Leadership Goals

## HOW KLOZERS HELPS

## BUILD CONFIDENCE, SKILLS AND RESILIENCE



### Leadership Goals

Build a repeatable, self fueling sales engine that consistently beats sales targets.

Build a culture of learning, coaching & self improvement.



### Challenge

Organic growth is stalled, sales targets are missed, there is no control over sales, resulting in erratic revenue.

Little or no lead generation, sales people unable to consistently generate new sales leads.

Low staff engagement with poor performers staying & "A players" leaving.



### Solution

Support Sales Leaders with strategizing, planning and execution.

Deliver targeted training sessions based on needs analysis.

Create comprehensive sales playbooks to replicate success.

Provide post-training support by way of specialist coaching.



### How it works

Create powerful sales campaigns that engage sales reps as part of the learning process.

We provide detailed planning & strategy frameworks to chart the right course.

Our unique scorecard approach encourages sales reps to self manage themselves and drive productivity.

# HR & Learning Goals

## HOW KLOZERS HELPS

### BUILD A MODERN DYNAMIC SALES TEAM



#### HR Goals

Increase productivity, drive down sales rep churn and improve the sales culture.

Use new content to build an efficient onboarding processes for new sales reps.



#### Challenge

Salespeople busy but not effective.

Good sales reps join but then leave with underperformers staying.

Onboarding takes up too much management time and takes too long.



#### Solution

Online learning portal with bespoke content.

Documented Learning paths across the sales unit.

Automated processes for onboarding.



#### How it works

Bespoke planning specific to your organization.

Change management strategies included to drive adoption.

Structure and process to sales management and coaching.

# Delivery options

GET THE DELIVERY MODEL THAT BEST FITS YOUR NEEDS AND BUDGET

## 01

### IN- PERSON

In-Person workshops delivered at your facility or an external venue.

Workshops serve as great tools for project kick-offs, building trust & momentum.

**Minimum commitment from you:**

2 x Initial 60 min online sessions to plan & customize content.

1 x 1 day sales workshop

1 x 90 min follow up 30 days after the workshop to support implementation of new skills.

## 02

### ONLINE

100% Online delivery.

Live and interactive sessions.

Great for remote sales teams.

**Minimum monthly commitment from you:**

2 x Initial 60 min online sessions to plan & customize content.

1 x Initial 90 min online group workshop for onboarding.

Ongoing monthly: 2 x 90 min pipeline coaching workshops on 1st and 3rd weeks of the month.

1 x individual 121 with each person on the programme.

## 03

### HYBRID

Initial In-Person workshop followed up with coaching delivered remotely.

The best of In-person and Online delivery.

**Minimum monthly commitment from you:**

2 x Initial 60 min online sessions to plan & customize content.

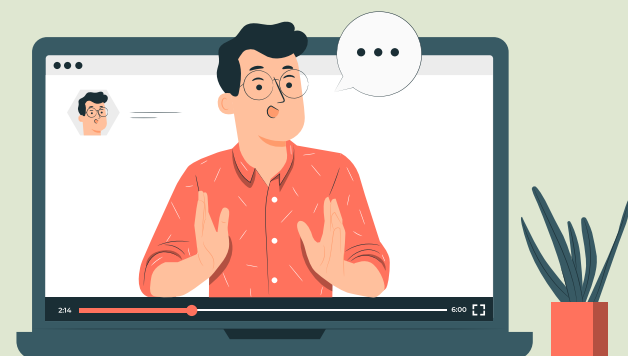
1 x Initial 90 min online group workshop for onboarding.

Ongoing monthly: 2 x 90 min pipeline coaching workshops on 1st and 3rd weeks of the month.

1 x individual 121 with each person on the programme.



# What type of coaching is included



## Pipeline Coaching

We facilitate bi-weekly pipeline coaching based around your teams sales pipeline. The agenda can include everything from how to fill your sales pipeline through to how to close deals in your pipeline.

- First and third week of every month
- 100% Pipeline focused
- Facilitated peer learning

## 121 Sales Coaching

We provide individual sales coaching sessions for each sales rep on the programme. We encourage your team leaders and managers to “sit in” on each session so they can learn how to coach in our absence.

The coaching sessions are built around each individuals 90-day Sales Action Plan. If your organization is not yet using 90 day plans we can help you implement these.

- Dedicated one on one time every month for Reps
- Structured coaching process
- Coach the coach training

## WHAT'S INCLUDED

### Sales Topics

- Sales Fundamentals
- SaaS Sales Training (SDR & AE's)
- Consultative Selling skills
- Key Account Management
- B2B Lead Generation
- Telesales training
- Sales Management & Leadership
- Enterprise Sales Training



### Sales Skills

- Handling stalls & objections
- Controlling the sales conversation
- Advanced questioning skills
- Referrals & Testimonials
- Online presentation skills
- Social Selling
- Building relationships
- Value creation
- Advanced questioning skills
- Cross selling & upselling
- Dealing with difficult customers
- Negotiating skills
- Whiteboard selling

# Pricing

Team Size	Cost Based on Online Delivery	Extras
<b>0 – 5 People</b>	Sterling - 1,850 per month US Dollars - 2,535 per month Euros – 2,535 per month	In-person workshops: £1600 / \$2100 / €2100 per workshop Travel: Charged at cost Accommodation Charged at cost
<b>5 – 8 People</b>	Sterling - 2,850 per month US Dollars - 3,835 per month Euros – 3,835 per month	In-person workshops: £1600 / \$2100 / €2100 per workshop Travel: Charged at cost Accommodation Charged at cost
<b>8 – 11 People</b>	Sterling - 3,900 per month US Dollars - 5,200 per month Euros – 5,200 per month	In-person workshops: £1600 / \$2100 / €2100 per workshop Travel: Charged at cost Accommodation Charged at cost
<b>11 – 15 People</b>	Sterling - 4,950 per month US Dollars - 6,565 per month Euros – 6,565 per month	In-person workshops: £1600 / \$2100 / €2100 per workshop Travel: Charged at cost Accommodation Charged at cost
<b>15 +</b>	POA	POA

# Frequently asked questions

## ? CAN I JUST HAVE A TRADITIONAL 1 DAY SALES TRAINING COURSE?

Yes – This is charged based on the size of your team (see the pricing schedule), plus a one off charge for the In-person workshop.

## ? CAN I ARRANGE ALL THE TRAINING WE NEED AND STILL CANCEL AFTER THE FIRST MONTH?

Yes – Although we wouldn't recommend it, you can cancel at any time. There are no long contracts to lock you in.

## ? WHY DO YOU NOT HAVE CONTRACTS?

It's simply not possible to coach people who don't want to be coached and we want our clients to keep us based on the value we deliver.

## ? CAN YOU PROVIDE TRAINING AND COACHING FOR TEAM LEADERS AND SALES MANAGERS?

Yes – We provide dedicated training and coaching sessions for those who are leading a sales team and this is included in the price.

## ? WE PREVIOUSLY INVESTED IN ANOTHER SALES METHODOLOGY - WILL THE COACHING SUPPORT PREVIOUS TRAINING WE HAVE UNDERTAKEN?

Yes – We would encourage you to "keep" everything that's working and we can draw up a coaching plan to support this.

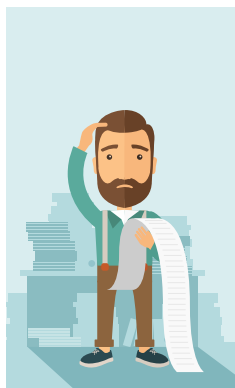
## ? CAN YOU HELP OUR MARKETING TO DELIVER MORE SALES LEADS?

Yes – We can share exactly how we generate 100's of sales leads every month and train your marketing teams to do the same. Please note training for marketing teams is charged extra.



## How we work

### No long contracts



It's simply not possible to coach people who don't want to be coached so we never tie clients into long contracts. You will be charged on a monthly basis in advance and can cancel at any time.

### Experienced coaches

Our coaches aren't just coaches. They each sell for a living just like you. This ensures everything we teach comes from a deep and current understanding of what works and what doesn't.

- Your own dedicated live coach
- Proven sales coaching plans
- Bi-weekly coaching sessions
- Email & chat support between sessions
- Access to every training module from every sales course we deliver.

# Client experiences

"I attended a Klozers Sales Training course on Consultative Selling Skills recently and it was definitely the best two days of training I have ever had – in fact, anyone who knows me has heard me raving about it ever since!"



**Cheryl Philipson, Business Development Director – Difference Corporation**

"All the sales 'Training' I have had up to Klozers has been just that - 'Training'. What Klozers offer is transferable from class-room to board-room is to develop an understanding of the business I work in and apply proven techniques that will work. I now refer to this as Sales Coaching, which for me is very different to training. Iain is a great Coach and I learn from every session we have together."



**Nik Hood, Key Accounts Director – Superglass (TechnoNicol Group)**

"I never really enjoyed sales and selling until I did some training with Klozers. If you're wondering about the investment and if it's worth it, I can only share my experience. Of the many strategies and techniques I learned, every single one was relevant, however, one strategy in particular on negotiation has earned our business over £100k every year. This stuff just works."



**William Fairhurst, Managing Director – ECS (Comms World Group)**

A fantastic learning experience. Klozers has supported our sales team for several months, not just during the original presentation. This gave me the opportunity to take away several learning ideas and implement them, with numerous opportunities to go back and discuss my victories and wins in more detail, whilst supporting me in turning losses into success and delivering measurable results. This made the course personal to me and my individual needs. Using the skills I have completely re-vamped my approach to clients with positive results already evidenced.



**Amanda Jukes, Business Development Manager – Spirit Healthcare**

We have been blown away by the breadth of knowledge and depth of experience that Iain and the team have been able to share with us. The coaching on effective approaches for strategic sales solutions has also been delivered in such an accessible way for a predominantly technical team here at Teamfolio. We have a great foundation to build our sales strategy on now. What really surprised us is how much more fun it has been than we first expected!



**Rick Campbell, Founder & CEO - Teamfolio**

"At the start of the project we were 11.46% behind our Annual Sales Target and we ended 0.14% ahead of target - that's an overall improvement of 11.6% in 90 days."



**Mike Glaire, MD – ETCV**

# Don't buy sales training, buy **results**



**JOIN US NOW AT [WWW.KLOZERS.COM](http://WWW.KLOZERS.COM)**

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