

Richard Gee

From: Sales Training Community [susan@salestrainingindustry.com]
Sent: Thursday, 24 July 2008 2:05 a.m.
To: Richard@richardgeewiz.com
Subject: White Paper: Coaching Decoded! A Managers Guide to Coaching



Intelligence Center Update

SALES TRAINING

**Strong and Simple Sales Views:
Coaching**

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Manage or coach? Which approach best fits your style and will produce the results you expect from your sales professionals? Sales managers want to interact with their sales professionals in a one on one setting to motivate, educate and support their people to achieve their sales potential.

But what is the difference in managing your sales staff versus coaching your sales staff? The difference between coaching and managing in my opinion is this: Managing involves insuring implementation of your sales process to achieve sales goals. Coaching involves supporting your sales professionals and getting them to believe they have the skills and ability to achieve their sales potential.

Managing is more structured whereas coaching is more subjective and personal. But which approach is best for you and will produce the best results?

This week's featured White Paper by Huthwaite shares coaching best practices based upon their research and will provide you with:

- **When coaching is most effective**
- **Steps to successful coaching**
- **What follow-up to provide**



Susan Niemchak



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and when

[Click here to read "Coaching Decoded! A Practical Guide for Managers"](#)

by Dave Horton of Huthwaite

Kind Regards,

Susan Niemchak
sniemchak@trainingindustry.com

Quantum Corner

Embrace Leadership as a Sacred Responsibility
By: Michael Hendren

Embrace Leadership as a Sacred Responsibility






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"A great sales manager achieves quantum performance, transcends problems, is all about professionalism and integrity, doesn't confuse efforts with results, achieves balanced performance from his sales and customer base - makes a lot of money and has a lot of fun."

Mike Hendren



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The Aquinas Group at 502-387-4343 or email
mil9700@bellsouth.net and schedule a time.

	
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Michael Hendren

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