Goskills

Building and Coaching a Sales Development Team

GoSkills online course syllabus

Skill level
Beginner

Lessons
18

Pre-requisites
No prior experience needed

Video duration
59m

Estimated study time
59m 24s

Instructor
Renee Dodson

Introduction

1 Building successful sales teams

Sales pipeline generation is the lifeblood of the business, and the importance of building and coaching an account development sales team cannot be overestimated.

Demystify Your Why

2 Embrace the why mindset

The common denominator across successful people is that they have a well-defined purpose or "why." After watching this video, you'll be able to recognize the necessity of getting clear on your "why" for leading a sales development team.

3 Define your why

It can be challenging to identify your emotional purpose for going into sales leadership, but this is a key ingredient when it comes to building and coaching your team.

4 Purpose drives habits

Having a strong purpose for going into leadership enables you to build the right habits and look at the bigger picture when you run into challenges.

Set Your Goals

5 Turn your why into action

Defining your "why" is crucial to success, but a purpose must be translated into specific goals that can be measured or else it is useless.

6 Develop your goals

Putting your goals on paper is a proven method that leads to a higher chance of achievement.

7 Build a support system

Everyone benefits from accountability and mentorship, even managers.

Hire the Right Talent

8 Own your pipeline

Even though internal recruiting will probably send you candidates, it's important to own your own pipeline.

9 Analyze your candidate pool

Sales development roles often attract less tenured salespeople, so it's important to know what to look for when candidates have less experience.

Create a Culture of Trust

10 Build a team schedule

Balancing the demands of your team, your management, the sales org, and cross-functional partners can be tough.

11 Become a culture warrior

As a leader, it is your responsibility to create opportunities for relationship-building, teaming, and collaboration.

12 Optimize your 1-on-1s

You only have so much time with each team member per week. After watching this video, you will be able to optimize your 1-on-1s with your team.

13 Run productive meetings

You've probably seen the parodies of sales managers running long meetings that are an incredible waste of time.

14 Become a trusted partner

1-on-1s with your team members, coaching blocks, and team events are great, but it's important to ensure that your team is holding its weight in the sales organization.

Coach for Success

15 Importance of coaching

It's one thing to onboard a new hire, but it's another to continuously coach them to be successful.

16 Know your team

Sales managers are notorious for coaching only to a metric, and not to the person.

17 Focus your coaching

There's so much to know as a salesperson, and deciding where to start coaching can be tough.

Conclusion

18 Go for the gold

Thank you for watching this course!

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