

# A Sales Trainer's Tips for Coaching a Sales Team

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

22

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

58m

**Estimated study time**

55m 35s

**Instructor**

Lauren LaForge

## Introduction

---

### 1 What's sales coaching?

In the same way that a great teacher makes learning fun, you have a chance to intrigue, convince, and even sell your sales trainee all while having them enjoy the process.

## The role

---

### 2 Sales coaching impact

How can you help people make more money? After this lesson, you'll be able recognize the value of being a sales coach or having one on your team.

### 3 Managing vs. coaching

Can a manager effectively lead team members to grow and succeed? After this lesson, you'll be able to recognize the key elements of coaching.

### 4 Sell yourself first

Despite all the unknowns in sales, you have the ability to control many factors of yourself.

## Coaching as a manager

---

### 5 Setting goals

Where do you begin when identifying goals with your team members?

### 6 Accountability

How do you know for sure if your team members are achieving their goals?

## 7 Asking questions

Your team members need to feel that they have buy-in from you as their manager.

## Enhance mindset

---

### 8 What's more important

Is there one trait more valuable than another in coaching?

### 9 A winning outlook

Do you know what does it take to be successful? After this lesson, you'll be able to modify your perspective to focus on positive outcomes.

### 10 Tools to motivate

Seeking out resources to share with your team?

## Expand skill sets

---

### 11 Improve your team's skill set

How do you choose which skill to start improving? After this lesson, you'll be able to identify and focus on improving one new skill at a time.

### 12 Identify and improve a skills gap

Sometimes you need to help your team member see their own skills gap.

### 13 How to teach a new skill

Do you talk through a new skill or demonstrate it with your team?

### 14 Scripts and talk tracks

What are your top sellers saying?

## Healthy competition

---

### 15 Engage your team

Use that competitive spirit to help motivate your team.

**16** Creative rewards  
Is your team exceeding their set goals?

**17** Team building  
Game-ify ways to set goals which could lead to more fun with your team.

## Your organization

---

**18** Coaching culture  
By taking the time to integrate coaching into your work week you can improve company culture.

**19** Levels of performers  
Coaching is possible regardless of status or role at a company.

**20** Virtual coaching  
Technology can bridge the gap between you and remote team members.

**21** Humility for new managers  
Showing humility towards your team allows for you to more effectively influence buy-in.

## Transformation with coaching

---

**22** Transform your organization  
Now that you've watched this course, you should be able to implement a coaching culture for your team members to grow and bond together.

[Go to GoSkills.com](https://www.goskills.com)