

# DRIVING BUSINESS RESULTS



*Lead. Develop. Execute.*

## **Program Benefits**

What do the most productive sales managers do to enable their salespeople to perform at high levels and make a significant business impact? Leading research indicates that sales managers get business results through their own sales coaching effectiveness. DRIVING BUSINESS RESULTS (DBR) trains sales managers to coach for maximum productivity and get it. This suite of one-day, experiential learning programs is organized around three categories: Lead, Develop, and Execute. Top-notch sales managers consistently do all three.

DRIVING BUSINESS RESULTS equips sales managers to:

- Apply a consistent management process to generate high performance
- Understand the cause of performance issues, identify gaps, and coach for maximum productivity
- Capitalize on their coaching time by applying proven coaching and sales best practices that maximize sales performance
- Prioritize the behaviors they need to focus on in the short term to achieve their business plans
- Understand how to coach salespeople to gain higher levels of performance
- Increase salespeople's success by coaching effectively on sales calls

## **Program Description**

DRIVING BUSINESS RESULTS is a suite of one-day experiential learning programs for sales managers and leaders.

The three main modules are:

- DBR-Lead
- DBR-Develop
- DBR-Execute

It is typically implemented as a two-day session (DBR-Lead and DBR-Develop), with an additional one-day session follow-up (DBR-Execute) occurring 60-90 days after the program.

Additional module offerings include:

- DBR-Practice
- DBR-Perform
- DBR-Select
- DBR-Reinforce

Each program is strategically customized to align with your company's objectives and desired outcomes to ensure maximum relevancy.



### **DBR-Lead (Day 1)**

Designed to help sales managers discover how to accelerate their sales team's performance through effective sales coaching and leadership, DBR-Lead provides a foundation for the rest of the DBR suite. This module shares the behaviors of high-performing managers and the required actions to lead, develop, and execute flawlessly. It pinpoints the source of peak performance and offers specific tools to enhance the sales team's willingness and ability to achieve higher levels of performance. Using customized performance challenges, sales managers collaborate to identify the root causes of the performance gaps of their salespeople and sales teams. They analyze coaching best practices from top thought leaders to determine how to create the biggest impact on their team's performance.



### **DBR-Develop (Day 2)**

Building on DBR-Lead's foundation, DBR-Develop challenges sales managers to achieve greater levels of performance by further developing their sales team. This module includes the sales best practices critical to achieving top performance. It provides a model for managing coaching interactions and discussion of when different types of coaching are required. It offers insight into the styles of different salespeople and equips sales managers to coach each style for maximum productivity. Using a customized, three-layered case study, sales managers role-play coaching interactions and sharpen their skills in adapting coaching strategies as well as asking high-impact coaching questions and proactive follow-up questions. This module anchors its content in the specific business results that can be obtained from effective coaching.



### **DBR-Execute (Day 3)**

DBR-Execute adds to the core competencies of DBR-Lead and DBR-Develop by sharing the essential sales coaching behaviors managers can use to achieve their sales targets. This module offers a system for coaching on sales calls as well as strategies for achieving maximum productivity when coaching both high and low performers. The coaching best practices are enhanced with tips for coaching virtual salespeople. Additional topics include managing tough conversations and setting goals for salespeople.

### **DBR-Practice**

DBR-Practice helps sales managers apply the tools and techniques learned in other DBR modules. Sales managers confront and role-play a series of coaching interactions with four individuals on their sales team. They apply key components from the DBR suite, including coaching and sales best practices, to conduct more effective coaching sessions and gain maximum performance from their salespeople.



### **DBR-Perform**

This module, also known as the “Sales Funnel Simulation,” engages sales managers in a powerful simulation customized to their sales environment. Collaborating in teams, sales managers learn to maintain a balanced pipeline of opportunities and coach salespeople to drive opportunities through the funnel.

### **DBR-Select**

This one-day session, also known as “Best Match,” equips sales managers to recruit, develop, and hire salespeople who possess critical competencies and skills (*Can Do*), internal motivation (*Will Do*), and match the organization and environment (*Will Fit*). Building proficiency in behavioral interviewing is at the core of this experience.

### **DBR-Reinforce**

This series of 2-hour modules prepares sales managers to coach other BTS SALES MASTERY programs. It includes coaching best practices, an overview of content covered in the selected SALES MASTERY program, and key success factors for applying the coaching best practices to that program. This module also offers tips on how to best use the learning extensions to reinforce and integrate the key components of that program into the DNA of your organization.

### **Audience**

Both experienced and inexperienced sales managers responsible for coaching their salespeople for accelerated results will benefit from DRIVING BUSINESS RESULTS.

### **Implementation**

A prework coaching survey is distributed three weeks prior to the first session. DRIVING BUSINESS RESULTS is modular and may be implemented consecutively or at scheduled intervals. The program requires one trained facilitator per four to five teams of six people each. Each program is customized around the company’s current organizational issues and culture, its key market issues, and current sales coaching gaps. Specific language, forms, and best practices may also be integrated into the learning experience.