Coaching for Sales Quality (CSQ) is a one and one-half day workshop that will boost your coaching skills and leverage your company’s investment in Action Selling. CSQ teaches you how to diagnose common problem areas in the selling process and prescribe actionable solutions that will maximize sales performance.

CSQ helps you further develop your sales organization consistently and efficiently by reinforcing the Action Selling process. You’ll have the necessary tools to help your team achieve sales goals in a way that is long term, sustainable and measurable.

CSQ is an important step in the development of an Action Selling sales team because it deepens your level of understanding while it helps you reinforce the proven selling principles of Action Selling.

Benefits of CSQ

- Become an expert at identifying your team’s sales development needs
- Quickly uncover the causes of performance problems
- Discover actionable ideas and step-by-step solutions to cure selling problems
- Become a significantly more effective coach of Action Selling for your sales team
- Learn how to consistently gain commitment for continuous improvement
- Provide ongoing reinforcement of Action Selling

What Is CSQ?

Coaching for Sales Quality (CSQ) is a one and one-half day workshop that will boost your coaching skills and leverage your company’s investment in Action Selling. CSQ teaches you how to diagnose common problem areas in the selling process and prescribe actionable solutions that will maximize sales performance.

CSQ helps you further develop your sales organization consistently and efficiently by reinforcing the Action Selling process. You’ll have the necessary tools to help your team achieve sales goals in a way that is long term, sustainable and measurable.

CSQ Advantages:

Unlike general “sales coaching” programs, CSQ is designed to help you excel within the framework of Action Selling. Common problems that your sales team experiences will be more quickly identified and the best Action Selling solutions applied. Specific corrective actions permanently break through selling obstacles.

Sales Managers who attend CSQ training will practice diagnosing their teams need of improvement and then prescribe salespeople with activities and field exercises that cure the problems.

Register for CSQ Today

For more information or to register for training call:
(800) 232-3485
Email: info@thesalesboard.com
Who Should Attend?

This is an advanced training workshop that requires a solid understanding of the Action Selling process and is open exclusively to Action Selling Certified personnel:

- **Sales Executives**
- **Sales Managers**
- **Sales Trainers**
- **Sales Leaders**

Sales Leaders who want to learn how to more efficiently coach their salespeople will find that CSQ training helps them accelerate their management productivity and effectiveness. Everyone who coaches salespeople will discover that CSQ helps them quickly identify shortcomings and accurately prescribe solutions that will shorten the sales cycle and improve the performance of their entire sales team.

Course Format:

The CSQ workshop includes 6 different learning modules. Each module focuses on giving the sales coach discussion points, exercises and interactive tools to use to engage salespeople and gain their commitment for continuous improvement and long-term success.

The workshop shows coaches how to apply the Action Selling process as a coaching communications process. Sales leaders learn how to use Action Selling to coach Action Selling. This methodology reinforces the power of the Action Selling process throughout the entire sales team.

Coaching for Sales Quality Overview (Workshop Content)

An effective sales coaching system is essential to achieving peak sales performance. CSQ is an advanced one and one-half day workshop designed to give sales managers, trainers and sales leaders like you the skills and tools needed to effectively coach your sales force while mastering the Action Selling process.

**MODULE 1:**
Your Company’s Greatest Asset
Define your company’s greatest assets, the mission of the sales manager and the use of sales performance tracking tools. Use your specific coaching challenges during the course.

**MODULE 2:**
Coaching Sales Coaches
Determine team potential, use Action Selling to Coach Action Selling, create your coach’s planning guide, improve relationships with salespeople & diagnose classic selling errors.

**MODULE 3:**
The Sales Meeting
Coach for Sales Quality solutions, Coach's Best Questions Map, Coaches Replay the Call Map.

**MODULE 4:**
Coaching Salespeople
Agree on needs with your salespeople, create positive company statements and gain commitment for your coaching solutions.

**MODULE 5:**
Putting Quality into Action
Application exercises to practice all components of the CSQ program using your real-world situations.

**MODULE 6:**
Action Selling Rx
Identifying symptoms vs. problems, diagnose selling problem areas and prescribe the most effective solutions using Action Selling coaching tools.

CSQ Workshop

**CROWNE PLAZA® MINNEAPOLIS WEST**
3131 Campus Drive
Plymouth, Minnesota 55441

**July 17th & 18th, 2012**
Day 1: 8:00 AM – 5:00 PM
Day 2: 8:00 AM – 12:00 PM

For more information or to register for training call:
(800) 232-3485
Email: info@thesalesboard.com