



# Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges

By Peri Shawn

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## Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges By Peri Shawn

### Sales coaching tools and strategies to help you sell more

Sales executives and business leaders are looking for ways to increase their revenues without major changes to their technology, processes or workforce management. When done effectively, sales coaching can be the catalyst that improves sales results, team morale and employee retention. *Sell More with Sales Coaching* provides results-proven sales coaching material that includes assessment, exercises and sales coaching questions.

As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capacities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching salespeople to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team
- Leveraging the use of CRM during sales coaching

The author's company, the Coaching and Sales Institute, has worked with large sales forces and provided training for the launch of the debit card, and one of the fastest-growing divisions of the Royal Bank of Canada.

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## **Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges** By Peri Shawn **Bibliography**

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### Editorial Review

From the Inside Flap

Corporate sales executives are always searching for ways to increase revenues without making major changes to their technology, processes, or workforce. When done effectively, sales coaching can be the catalyst that improves sales results, team morale, and employee retention.

*Sell More with Sales Coaching* provides proven sales coaching material that includes assessment, tools, and exercises. Peri Shawn's proprietary methods are derived from her work at the Coaching and Sales Institute and have been used by major corporations and mid-size businesses.

As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capabilities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching team members to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team

*Sell More with Sales Coaching* will help your team overcome their habitual sales mistakes. Use these methods to more effectively coach your salespeople to help their clients with their buying decisions. As a result, your team members will sell more, better, sooner, and more often.

From the Back Cover

### Praise for *Sell More with Sales Coaching*

"Sales coaching is essential to high-performing sales teams. This book is a must-read for sales leaders!"  
—**Marshall Goldsmith**, million-selling author of the *New York Times* bestsellers *Mojo* and *What Got You Here Won't Get You There*

"A must-read for any sales manager who wants to improve sales performance while helping salespeople become lifelong learners."  
—**Gerhard Gschwandtner**, founder and publisher of *Selling Power*

"I wish my first sales manager had read this book. If he had used it, it would have helped me sell better and sell more. If you manage those who sell—or have the initiative to coach yourself—this book is for you. I recommend it."  
—**Mark Sanborn**, author of *The Fred Factor* and *You Don't Need a Title to Be a Leader*

"If you want a high-performing sales team, read this book. It's filled with practical strategies you can easily implement to transform your average reps into top sellers."  
—**Jill Konrath**, author of *SNAP Selling* and *Selling to Big Companies*

"Bottom line: your team's sales will improve significantly. If you are responsible for improving sales in your organization, put down whatever you're reading and pick up *Sell More with Sales Coaching*—NOW!"

—**Joe Calloway**, author of *Be the Best at What Matters Most*

"This book will open your eyes to the potential pitfalls in your sales strategy and point you in the right direction for improved success. We all need to recalibrate our processes from time to time, and this book is packed with proven strategy and solid advice."

—**Dr. Nido Qubein**, President, High Point University; Chairman, Great Harvest Bread Co.

"If salespeople had to be certified to sell, this book would be part of the licensing process! Practical, specific, and solid advice."

—**Dianna Booher**, author of *Creating Personal Presence* and *Communicate with Confidence*

"I love practical how-to strategies! The real-life examples demonstrating both the good and not-so-good sales practices in this book simplify the guidance process. This is a wonderful guide for sales coaches to get better results from their efforts."

—**Tom Hopkins**, author of *How to Master the Art of Selling*

#### About the Author

**PERI SHAWN** is an author, speaker, and leadership coach. Her company, the Coaching and Sales Institute, numbers among its clients firms such as RBC Insurance, Rogers Communications, Canadian Tire Financial Services, Merck, and Hallmark. Peri teaches and coaches corporate sales executives and their teams to sell more. As part of Peri's ongoing research, she has developed groundbreaking proprietary tools that demonstrate how trust affects performance, management, and the client experience. Peri has served as the national president and executive board member of the Canadian Association of Professional Speakers and the Association of Independent Consultants. She was also a member and past international council representative of the Global Speakers Federation (GSF).

#### Users Review

##### From reader reviews:

##### **Natalie Hernandez:**

This *Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges* book is not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is actually information inside this publication incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. This kind of *Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges* without we understand teach the one who examining it become critical in pondering and analyzing. Don't end up being worry *Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges* can bring when you are and not make your carrier space or bookshelves' turn out to be full because you can have it in the lovely laptop even cell phone. This *Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges* having fine arrangement in word and also layout, so you will not really feel uninterested in reading.

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Nowadays reading books become more and more than want or need but also work as a life style. This

reading addiction give you lot of advantages. The huge benefits you got of course the knowledge even the information inside the book in which improve your knowledge and information. The knowledge you get based on what kind of publication you read, if you want get more knowledge just go with knowledge books but if you want experience happy read one with theme for entertaining including comic or novel. The actual Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges is kind of e-book which is giving the reader erratic experience.

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#### **Jean Taylor:**

In this period globalization it is important to someone to get information. The information will make professionals understand the condition of the world. The fitness of the world makes the information much easier to share. You can find a lot of referrals to get information example: internet, magazine, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The particular book that recommended for you is Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges this reserve consist a lot of the information with the condition of this world now. This specific book was represented how does the world has grown up. The words styles that writer use to explain it is easy to understand. The writer made some analysis when he makes this book. Here is why this book suited all of you.

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