



## Conversation for Opportunity

### *Self-Coaching Conversation for Face to Face Call*

- Customer identifies points of interest
- You call back the interest- “you like that”
- You mentally note (Flag) the opportunities
- You summarize the opportunities
- identified by the customer when you decide that all the possibilities have been explored

#### **Do not assume anything, you could be wrong.**

Questions for you as a sales manager to be asking before a face to face call coaching conversation:

How well prepared are you usually for a call?

What was the key improvement request from the last coaching conversation you had?

How do you rate your face to face sales calls skill-set?

#### **Arrange for coaching conversation.**

#### **Have your coaching conversation.**

#### **Before the Call**

Who are you meeting and their role?

What have they done with you before?

What do you know about their current business?

What are your key questions you will ask at the meeting?

What do you expect to get from the meeting?

**If possible rehearse some aspects of the call that you may have reservations about**

**On the Call**

Introduction

Fact- find structure

Questions skill-set

Listening and reflecting

Agreeing needs

Recommendation of solution

Asking for the business

Next Steps.

**Feedback after the call:**

What is your perception of the outcome of the call?

If you were to make the same call again are there any changes you would make?

Did you achieve what you wanted from the call?

Can you share any observations from the call?

Requests for next call.

**Note:**

Prepare your conversation based on your observations and actual information.

Explain the purpose of the coaching session and the topic you want to discuss

Show the coach (as in demonstrate) how you could be improving on the topic.

Have a discussion re actions to be taken as part of the action plan

Discuss the ongoing activity to take place.