



Would a Sales Coach in Your Corner be a Good Thing?

The #1 investment anyone can make is in themselves. And if some of the best athletes and business executives have coaches*, why not one in support of you and your professional goals? A good coach can synthesize and deliver in one hour what might take a budding sales rep days if not years to discover. *Consider reading my article titled “Why There are More Coaches Than Consultants”.

But don't make the mistake of thinking a couple sessions is all that's needed. The mental mindset behind a consistent investment is a key to assimilating the wisdom on tap that'll help catapult your success.

And once the mental leap is made to help yourself in getting a coach, next is defining what exactly you're after. And maybe its more than one thing. Here are three areas of sales coaching to consider:

Career coaching: This is where you get a 3rd party's assessment of where you are now and then developing a long-term plan. Maybe you want help in determining if your career path will stay in sales or use sales as a springboard. (And here alone, there are a WIDE range of sales career options.) Is being an individual contributor what's best for you for the foreseeable future or do you want a plan to enter leadership or management? What types of sales roles are best for the different phases of one's life, such as the busy child rearing years, the single guy or gal wanting a hyper-strong launch, a dual career...being in sales while using the autonomy it provides to, in parallel, pursue a hobby or 2nd profession. And so forth.

Performance coaching: A good coach will be laser focused on mindset and helping you understand the importance of continual improvement. This coaching is immediate and focused on achieving short- to medium-term objectives.

Skills coaching: Your sales coach would help you learn about their own strengths, weaknesses and moving past plateaus. Being able to quickly and effectively master new skills is a core requirement for all high performers, and coaching can help you learn faster with fewer self-limiting beliefs. And as important as learning new skills is sharpening the ax of your existing skills. Similar to many professions, those committed to their success take refresher courses regularly, attending seminars to stay current on technologies impacting their trade, their profession, their industry. A sales professional will apply the same discipline and a coach will bring this roadmap.

Be aware that coaching and mentoring are two very different things, although many in both fields use the terms almost interchangeably. Your “coach” should be glad to discuss the differences, hear your needs and make a recommendation.

