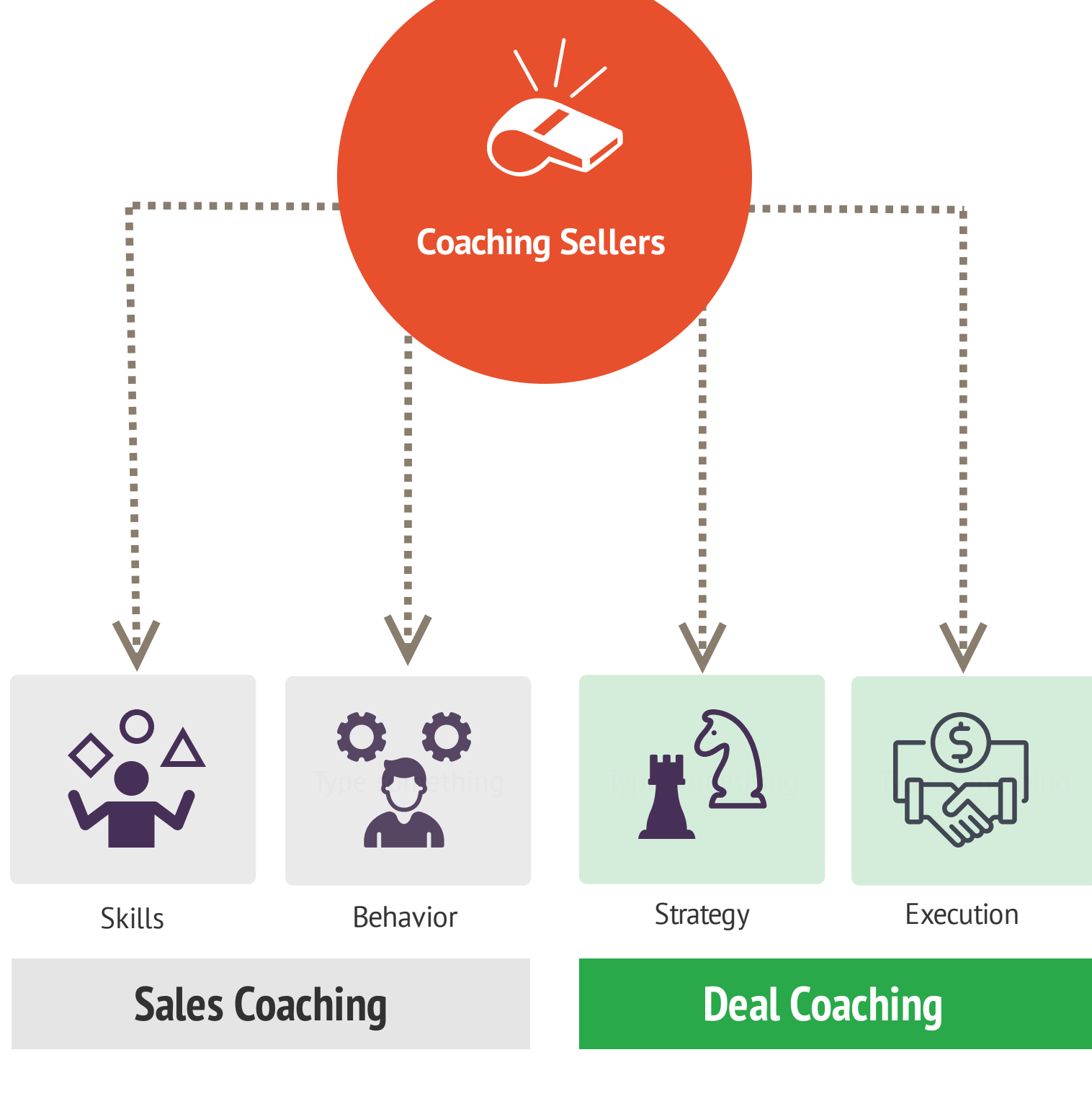


Sales Coaching vs. Deal Coaching

There is a Difference. One Focuses on Sellers. One Focuses on Buyers.

Sales Coaching teaches sales skills and drives seller behavior. Deal Coaching drives strategic deal pursuit and buyer behavior. What sets world-class sales managers apart from their peers is that they spend more time on deal strategy and deal execution activities. While Sales Coaching has an *indirect* impact on revenue, Deal Coaching has a *direct* impact.

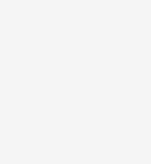


Anatomy of a World-Class Sales Manager

The top 25% of Sales Managers spend more time on the following ten activities than the bottom 25% of Sales Managers (half of them – in green – are related to Deal Coaching).

- 1 Adapting Commercial Messages to Local Market
- 2 Following Thought Leaders in Industry/Market
- 3 Team Building
- 4 Helping Advance Deals
- 5 Negotiating for Sellers
- 6 Deal-Focused Problem Solving with Sellers
- 7 Group Coaching Time
- 8 Skill Coaching Time
- 9 Clarifying Organizational Requests for Sellers
- 10 Helping Sellers Close Deals

Coaching Goal & Objective



Sales Coaching: Build a Specific Skill

ADVANCING THE SELLER'S SKILLSET

Review a rep's calls and email conversations, discuss areas for improvements in the sales process, conduct sales training, and more.



Deal Coaching: Build a Strategic Plan

ADVANCING THE BUYER'S POSITION

Understand deal health by assessing deal legitimacy and seller's position with the buying team, uncover gaps, and determine the next best steps to advance the deal.

Assessment

Sales Coaching	Deal Coaching
Measure Seller Behavior	Measure Buyer Impact, Priority, Access, and Advocacy
Seller Activity Reports	Deal Health
Improvement Plan	
Professional Development Plan	Deal Pursuit Game Plan

Coaching Effectiveness



DealCoachPro validates the importance of a 4-part approach to coaching. The first two parts are well known: skills and behavior coaching. The often forgotten parts are Strategy and Execution coaching. Strategy and Execution make up Deal Coaching and together, they can have an immediate impact on quota attainment.

Nancy Nardin, Founder, Smart Selling Tools

Type something

Sales Coaching	Deal Coaching
Performance level assessment through 360-degree feedback and self-assessments.	Direct revenue impact through Win Rates and Close/Won ratios.



Coaching for Sales Success

Sales Coaching is essential to develop a seller's sales skills and drive good behavior. Deal Coaching takes coaching to the next level and is critical in Enterprise selling, often the difference between winning or losing a deal. Deal Coaching helps sellers identify winnable deals and create a strategic game plan to win.

About DealCoachPro

DealCoachPro fuels the future of Enterprise selling. The company's data-driven deal coaching software and digital deal rooms drive deal collaboration, strategy and execution for modern revenue teams.