

Learn how to conduct engaging and successful coaching sessions!

See how important delivering effective feedback is to the development of sales representatives!

Axiom e-Coaching Program

Improve Sales Performance by Developing Sales Manager Coaching Skills

Sales representatives' ability to grow and improve is linked to how effectively they are coached by their managers. Effectively coached sales representatives drive product sales and enhance customer relationships.

The Axiom e-Coaching Program provides sales managers with the tools and skills necessary to deliver effective one-on-one coaching sessions with their representatives. Successful coaching sessions engage the representatives in their own skill development and lead to positive behavioral changes.

e-Coaching Is a Positive Investment of Your Training Dollars

Investing time and money to develop managers to become better coaches is money well-spent. E-Coaching provides an immediate impact on manager development, which ultimately leads to product sales increases.

The Axiom e-Coaching Program Allows the Learner to:

- Develop impactful coaching session objectives
- Deliver effective feedback
- Employ different questioning techniques and coaching strategies
- Create successful action plans

Product Features

- Interactive tutorial review of coaching model and techniques
- Case study ILEs exhibit poorly executed coaching session and ask what should have been done
- Case Scenario Generator: *Select coaching scenarios by choosing a specific selling skill*
 - 1st – See a customer and rep interaction
 - 2nd – Describe how to approach the coaching session
 - 3rd – See what good looks like
- Capability for video or still photos
- Main Menu and Course Map screens for easy navigation

