

***“Tell me and I forget. Teach me and I remember.
Involve me and I learn.”***

- Benjamin Franklin



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(MTM) is a world-class consulting organization committed to the development of sales & marketing excellence.

MTM extends sales & marketing expertise to our customers through the provision of the following solutions:

- Sales Strategy
- Sales Coaching
- Sales Training
- Sales Infrastructure
- Sales Resourcing
- Marketing Strategy
- Marketing Communications
- Negotiation Training

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Issue 3

Just \$ell!

Q3/2003

Sales Coaching Comes of Age

What is the hottest trend in the world of sales training today? It is actually not traditional sales training at all but rather the evolving role of the *sales coach* within organizations looking to enhance the efficiency and effectiveness of their existing sales team. Historically, companies have looked to professional sales trainers to bestow the latest-and-greatest theories and processes upon their team of sales professionals in a very consistent and structured manner. This approach to sales development continues to be particularly effective when the company's overall objective is to ensure that all team members are consistent in their approach to managing the sales cycle. For organizations with skill-diverse representatives, this strategy is an internal model and an image in the long-term success of the approach the most effective in terms professional how to deal with the complex sales opportunities? Increasingly, companies have been turning to professional sales coaches to work with their employees on a one-on-one basis, not only helping them to apply their applicable training in an effective manner but also working with them directly as they engage with customers on live opportunities. On a monthly, weekly or even daily basis, the sales coach can assist the individual sales professional in proactively developing strategies and tactics, anticipating competitive traps and even with the negotiation of comprehensive contracts. This kind of coaching relationship provides the business with two key advantages. The first is that the company is able to leverage the seasoning and expertise of the sales coach within the pursuit of their own critical revenue opportunities. The second advantage stems from the fact that the sales professional is able to enhance their own level of sales effectiveness by implementing skills and practicing approaches in real-life selling scenarios. The compelling combination of these two valuable benefits has driven the concept of sales coaching into the mainstream over the past twelve months and with the ever-increasing pressure to do more with your existing resources, this trend is likely to continue into the foreseeable future.

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MTM can provide the sales coaching your sales team requires to become a more productive selling force.

and/or relatively inexperienced sales often a mandatory first step to creating the marketplace that is fundamental to business. But is this traditional training of teaching the individual sales unique challenges associated with

Sales Tip: To be a professional, you must dress the part. Too many people within the sales profession are treating the continuing trend toward more casual business attire as an excuse to “dress-down” on nearly every occasion. To maintain an image of professionalism and a much required air of credibility, you should err on the side of formality and dress beyond the “accepted” trends. Never before has it been said that a deal was lost due to the impeccable attire of the sales representative. However, nearly all customers that you deal with have formed some opinion of you that will be undoubtedly be influenced by what you say, what you do and what you wear!