

Manager Coaching Kits



INTEGRAL TO THE KNOW IT NOW CURRICULUM

Manager Coaching Kits provide a structured, time-effective means for managers and their teams to collaboratively apply new skills in the field.

Kits are organized by where in the executive selling process a manager wants to focus. Building upon foundational strategies learned in Know it Now, Kits provide step by step guidance that turns time-strapped managers into pivotal players for improving sales performance.

Designed for today's mobile sales organization, Kits accommodate:

- **Use in group settings**, such as team meetings, or one-on-one for more in-depth application
- **Distance independent** use for teams with members distributed across locations
- **Real-time reporting** to monitor manager and team member utilization

CREATING EFFECTIVE MANAGER COACHES

In addition to having little time, many managers were promoted because they were outstanding sales performers, not necessarily because they're experienced coaches. To optimize Manager Value-Add and helping lift teams above and beyond their comfort zones, managers are provided kit-specific:

- **Video tutorials** on when and how to use Kits
- **Buyer's Perspective Guides** that show how to review and evaluate team member work product
- **Coaching Guides** organized into logical sections that align with the executive selling process

GETTING STARTED IS AS EASY AS 1-2-3!

After activating their license, managers are just 3 steps away from generating returns using the Kits:

1. Invite a team member(s) to work on a specific area of the executive selling process
2. Review team member work product following the Buyer's Perspective Guide
3. Schedule an engagement to begin coaching using the Coaching Guide



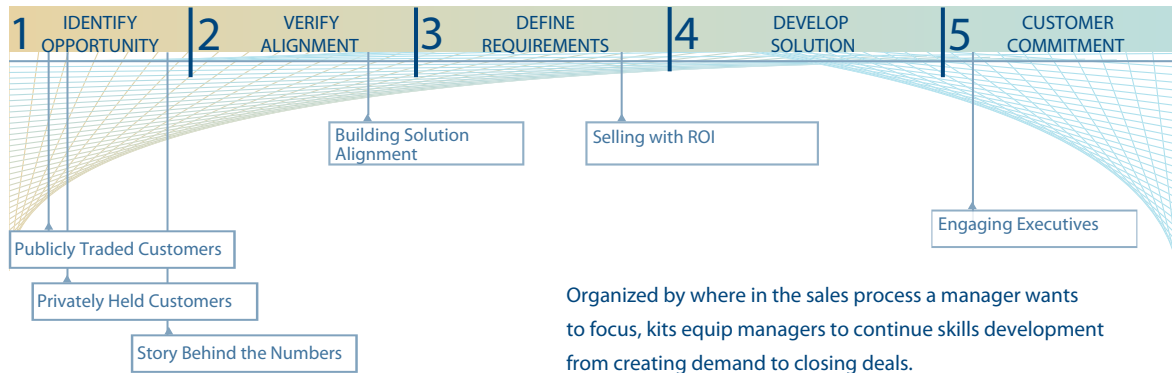
The pivotal job in a sales organization is the immediate sales manager, and the most important role of that sales manager is to improve sales effectiveness.

Coaching Guides

equip managers to ask questions that:

- ▶ put responsibility on team members to solve issues, leading to greater independence.
- ▶ Illustrate a thinking process, rather than simply obtaining an answer.

COACHING KITS MAPPED TO THE SALES PROCESS



KIT	Objective	Course References
Identifying Opportunities: Publicly Traded Customers	To efficiently identify customer need and convert acquired insight into new selling opportunities with publicly traded customers.	Customer Insight, Current Situation and Business Change, Winning Access
Identifying Opportunities: Privately Held Customers	To overcome challenges posed by a lack of account information available on privately held customers to identify new selling opportunities.	Customer Insight, Current Situation and Business Change, Winning Access
Identifying Opportunities: Story Behind the Numbers	To help team members more effectively identify new selling opportunities by analyzing customer financial performance and trends.	Customer Insight, Financial Statement Analysis, Winning Access
Building Solution Alignment	To secure customer commitment on a solution's financial justification requirements to close the business.	Right Conversation, Right Person, Current Situation and Business Change, Performance Metrics
Selling With ROI	To understand a project's financial implications and positively influence the customer's financial evaluation process.	Performance Metrics, ROI Analysis
Engaging and Presenting to Executives	To confidently present executive proposals that demonstrate credible business justification for solution investment	Buyer's Perspective, Winning Access, Executive Engagement