

Building Blocks to Optimize Sales Success

Building a solid foundation for growth requires focus, dedication, and patience. H.O.W. partners with you to build a successful sales team for the long-term; an investment now pays dividends far beyond the next quarter.

Based on the Gap Selling methodology, which outlines a problem-centric approach to sales, the H.O.W. Sales Coaching Program utilizes assessments, conversations, data-driven personalized coaching plans, individual sessions, workshops, and customized written materials to educate, mentor, and optimize your sales team's performance.

H.O.W. Sales Coaching Program

- Pre-coaching questionnaire: H.O.W. will provide a questionnaire to the sales manager to be completed, which will provide information about values, culture, and opportunities for each member of the sales team.
- Baseline rubric per employee: The sales manager will complete a rubric for each employee to measure strengths and opportunities for growth.
- Discovery meeting: Using guidance from the questionnaire and the rubrics, H.O.W. will conduct a 1-hour discussion with the sales manager to learn about baseline goals, opportunities for improvement, and current KPIs.
 - Dashboard: H.O.W. will create an online dashboard that will be reviewed with sales managers at the discovery meeting. The dashboard will serve as the central hub for documentation, progress reports, notes, links, and communications between H.O.W. and sales leadership.
- Coaching packet: H.O.W. will send each member of the sales team:
 - Baseline rubric to complete, which will provide comparative data between sales managers' view of employees and the employees themselves; and
 - Pre-kick-off session video to introduce gap selling principles.
 - Sales Coaching Questionnaire to complete, so H.O.W. can learn more about their sales career, skills, and approach to coaching.
- Individual kick-off meeting: 60-minute session with each employee
- Data analysis: H.O.W. will review the rubrics, comparison data for each individual, as well as aggregate data for the sales team, to structure the coaching plans.

- Coaching plans and notes: H.O.W. will create a personalized coaching plan for each member of the sales team, which will outline focus areas for coaching and include foundational information about the Gap Selling methodology, as well as record the coach's notes.
- Weekly submissions: During coaching period, each employee will complete and submit a form that details their accomplishments, challenges, and questions for the coach.
- Bi-weekly 1:1 sessions: 30-minute coaching session for each employee for 10 weeks. (The final coaching session will be 45 minutes to review an updated rubric and progress since the initial rubric.)
- Asynchronous support: H.O.W. will provide asynchronous support between sessions.
- Customized workshop: At the end of the coaching period, H.O.W. will host a half-day workshop of the Gap Selling methodology that is fully customized to the needs of the sales team with processes and clear examples. The written materials used during the workshop will be given to sales leadership for use with new hires.
- Final meeting and report: H.O.W. will host a final meeting with sales leadership to review employees' progress toward goals, opportunities for further areas of growth, and input and feedback for sales enablement. A written report of these findings will be shared with sales managers.

Coaching Period

Approximately 3 months per employee: Start dates for each cohort will be determined based on mutual availability, but will continue for a period of 3 months or 6 scheduled sessions.

Fees

- Per employee: The fee is \$2,500 per employee who participates in the H.O.W. Sales Coaching Program.
 - When new employees are hired after the Coaching Period has already begun, they can progress through the Program after they have worked at the company for a minimum of 6 weeks, or such other time period as the sales manager is sufficiently aware of the employee's progress to be able to complete a rubric. The fee is \$2,500 per employee.
- Workshop and materials: The fee for the workshop and customized materials is an additional \$5,000.

Contact H.O.W. to optimize your sales team's performance.