

Precision Hiring & Development
Professional Sales Rep Mentoring Plan
(Assessment - Development - Coaching – Counseling)

1. Sales rep completes the online (PSP) Professional Sales Profile

- A. Sales style/personality/behavior
- B. Sales motivation
- C. Sales knowledge, skills, judgment

2. Sales coach reviews PSP with management

- A. Determine strengths, areas for improvement and development priorities
- B. Establish a personal training and development plan and schedule for each sales rep
- C. Schedule the first session

3. Sales coach & sales rep begin individual training/coaching sessions

- A. Sessions are conducted remotely via the Internet/phone
- B. Lead current session, Q&A, and suggestions on areas to work on after session
- C. Schedule next session and assign any pre-work to be completed by the next session

4. After each training session, Sales coach reviews with sales manager

- A. Discussion of training session(s), areas to work on and management to check on
- B. Adjustments to schedule, topics, etc. as needed

5. Sales rep and sales manager can call or email sales coach with any questions, and for any advice and assistance between coaching sessions

Partial list of training & coaching areas:

- 1. Planning & Organization (*Time & Territory*)
- 2. Prospecting
- 3. Approaching Decision Makers
- 4. Qualifying Opportunities
- 5. Presentation (*Features-Advantages-Benefits - Needs-Based Presentation*)
- 6. Managing Concerns
- 7. Making Recommendations and Closing Sales
- 8. Account Management & Growth
- 9. Other, as requested by management

Fees: Sales mentoring fees vary based on:

- 1. Number of sales reps involved in individual and/or group training sessions
- 2. Number of Professional Sales Profiles
- 3. Number of training sessions
- 4. Amount of time for on-going development, coaching and counseling between sessions

A full, 3-part PSP report including up to 1 hour debriefing/consulting is \$395 (without debriefing \$295). Individual 60-90 min training/coaching/management sessions are \$150 per session. Training sessions can be conducted in a group sales meeting format as well as individualized sessions.

30-day money back guarantee – no questions asked