



## Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges

By Peri Shawn

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### Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges By Peri Shawn

#### Sales coaching tools and strategies to help you sell more

Sales executives and business leaders are looking for ways to increase their revenues without major changes to their technology, processes or workforce management. When done effectively, sales coaching can be the catalyst that improves sales results, team morale and employee retention. *Sell More with Sales Coaching* provides results-proven sales coaching material that includes assessment, exercises and sales coaching questions.

As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capacities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching salespeople to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team
- Leveraging the use of CRM during sales coaching

The author's company, the Coaching and Sales Institute, has worked with large sales forces and provided training for the launch of the debit card, and one of the fastest-growing divisions of the Royal Bank of Canada.

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## **Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges** By Peri Shawn Bibliography

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### Editorial Review

From the Inside Flap

Corporate sales executives are always searching for ways to increase revenues without making major changes to their technology, processes, or workforce. When done effectively, sales coaching can be the catalyst that improves sales results, team morale, and employee retention.

*Sell More with Sales Coaching* provides proven sales coaching material that includes assessment, tools, and exercises. Peri Shawn's proprietary methods are derived from her work at the Coaching and Sales Institute and have been used by major corporations and mid-size businesses.

As a result of applying the tools and strategies in this book, sales leaders and teams will drive higher revenues and performance by:

- Assessing team members' sales capabilities
- Determining what type of coaching is needed on an individual basis
- Identifying sales mistakes being committed by salespeople
- Coaching team members to avoid committing sales mistakes
- Improving the quality of sales conversations
- Increasing the quality of conversations within the team

*Sell More with Sales Coaching* will help your team overcome their habitual sales mistakes. Use these methods to more effectively coach your salespeople to help their clients with their buying decisions. As a result, your team members will sell more, better, sooner, and more often.

From the Back Cover

### Praise for *Sell More with Sales Coaching*

"Sales coaching is essential to high-performing sales teams. This book is a must-read for sales leaders!"  
—**Marshall Goldsmith**, million-selling author of the *New York Times* bestsellers *Mojo* and *What Got You Here Won't Get You There*

"A must-read for any sales manager who wants to improve sales performance while helping salespeople become lifelong learners."  
—**Gerhard Gschwandtner**, founder and publisher of *Selling Power*

"I wish my first sales manager had read this book. If he had used it, it would have helped me sell better and sell more. If you manage those who sell—or have the initiative to coach yourself—this book is for you. I recommend it."  
—**Mark Sanborn**, author of *The Fred Factor* and *You Don't Need a Title to Be a Leader*

"If you want a high-performing sales team, read this book. It's filled with practical strategies you can easily implement to transform your average reps into top sellers."  
—**Jill Konrath**, author of *SNAP Selling* and *Selling to Big Companies*

"Bottom line: your team's sales will improve significantly. If you are responsible for improving sales in your organization, put down whatever you're reading and pick up *Sell More with Sales Coaching*—NOW!"

—**Joe Calloway**, author of *Be the Best at What Matters Most*

"This book will open your eyes to the potential pitfalls in your sales strategy and point you in the right direction for improved success. We all need to recalibrate our processes from time to time, and this book is packed with proven strategy and solid advice."

—**Dr. Nido Qubein**, President, High Point University; Chairman, Great Harvest Bread Co.

"If salespeople had to be certified to sell, this book would be part of the licensing process! Practical, specific, and solid advice."

—**Dianna Booher**, author of *Creating Personal Presence* and *Communicate with Confidence*

"I love practical how-to strategies! The real-life examples demonstrating both the good and not-so-good sales practices in this book simplify the guidance process. This is a wonderful guide for sales coaches to get better results from their efforts."

—**Tom Hopkins**, author of *How to Master the Art of Selling*

#### About the Author

**PERI SHAWN** is an author, speaker, and leadership coach. Her company, the Coaching and Sales Institute, numbers among its clients firms such as RBC Insurance, Rogers Communications, Canadian Tire Financial Services, Merck, and Hallmark. Peri teaches and coaches corporate sales executives and their teams to sell more. As part of Peri's ongoing research, she has developed groundbreaking proprietary tools that demonstrate how trust affects performance, management, and the client experience. Peri has served as the national president and executive board member of the Canadian Association of Professional Speakers and the Association of Independent Consultants. She was also a member and past international council representative of the Global Speakers Federation (GSF).

#### Users Review

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write about the information about something that you need case in point. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors in this world always try to improve their expertise in writing, they also doing some analysis before they write to their book. One of them is this Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges.

### **Mary Tobin:**

Reading can called mind hangout, why? Because when you find yourself reading a book particularly book entitled Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges your head will drift away trough every dimension, wandering in each aspect that maybe unfamiliar for but surely will become your mind friends. Imaging each word written in a publication then become one application form conclusion and explanation that maybe you never get before. The Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges giving you another experience more than blown away your head but also giving you useful data for your better life in this era. So now let us teach you the relaxing pattern the following is your body and mind are going to be pleased when you are finished reading it, like winning a game. Do you want to try this extraordinary paying spare time activity?

### **Daryl Radford:**

The book untitled Sell More With Sales Coaching: Practical Solutions for Your Everyday Sales Challenges contain a lot of information on this. The writer explains her idea with easy technique. The language is very straightforward all the people, so do not worry, you can easy to read that. The book was published by famous author. The author will bring you in the new age of literary works. It is easy to read this book because you can please read on your smart phone, or program, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site and order it. Have a nice read.

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