

## Why a Sales Training Coach is Important for Your Business Growth



For any business to survive, the sales department plays a vital role. Good salespeople are the driving force of all businesses, and their managers are crucial in their recruitment, development and coaching. So when new products and services come onto the market, and customer demand and expectations change, sales people need to be able to change their sales

techniques accordingly to keep up to date with the latest customer centered sales and marketing strategies.

Unfortunately too many sales people and their managers still use the same trial and error methods of updating their sales process that they have always used. As the old cliché goes "if you keep doing the same things you have always done, you will keep getting the same results you have always got". To avoid this negative impact on your sales process, which ultimately results in lost sales, lost customers and missed revenue targets, it critical to provide Sales Training and Coaching to your sales team to keep them up to date. Regardless of if your team is made up of new or highly experienced salespeople, they still need to polish their skills and adapt with the times.

(Many sales people renew their car more times than they renew their sales approach!)

To give your team the sales processes and selling skills they need to sustain success, the leading [Sales Training Company in Sydney](#) and across Australia the KONA Group, provides professional sales training and coaching to overcome sales performance issues. Professional Sales Training and Coaching updates the skillset of sales people and sales manages and embeds with them the latest sales strategies.

KONA also provide practical assessment tools to test the capability of your 'borderline' sales people and managers current and newly learned skills. Similarly, Sales Managers must be able to continuously update their own skills and capability to execute sales strategies.



Unfortunately many sales managers in Australia are reluctant to implement Sales Training and Coaching programs as many haven't had any formal sales training themselves and therefore fear that delivering sales training and coaching to their sales staff could undermine their own credibility. A few of them might have picked the skills up along the way which were 'handed down' to them by their seniors, or might have taken the leap from successful sales person to become a Sales Manager for the first time.

As a specialist Sales Training Company KONA Group provide customized training to Managers, who are well-versed with their own products and services, but possess lesser skills to develop their people's sales communication skills. With KONA Group's formal sales management coaching and management development your managers will be able to expand their leadership capability to a lot more than writing reports, revising strategy documents and sorting out problems.

It will allow your experienced managers to create and drive a vision for the business and follow the path to become true business leaders. They will be able to gain skills to communicate more effectively with their sales team and will be able to shoulder more responsibilities, rather than being the 'sales seagulls' who tackle tasks without connecting with sales staff.

Finally KONA Group's Sales Training and Coaching is highly effective for those managers, who talk about change, but are reluctant to embrace it. Results have repeatedly shown that through KONA Group's sales training and coaching programs those reluctant managers are able to abandon their old ways, and embrace new ways of conversing, connecting, goal setting and building trust among their sales people.

They will stop procrastinating and be able to have *Crucial Conversations* with their non-performers. Ultimately your sales managers will gain the necessary skills and confidence to lead their team towards achieving sales, profit and EBIT targets far more consistently than ever before.

By sharpening the skills of salespeople and sales managers across all industries the KONA Group has repeatedly proven they will create an immediate and long term ROI for you and your business.

