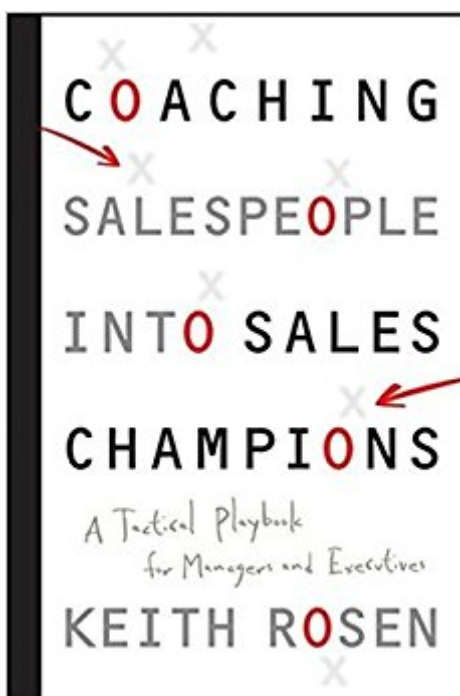


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# Coaching Salespeople Into Sales Champions: A Tactical Playbook For Managers And Executives



## Synopsis

Sales training doesn't develop sales champions. Managers do. The secret to developing a team of high performers isn't more training but better coaching. When managers effectively coach their people around best practices, core competencies and the inner game of coaching that develops the champion attitude, it makes your training stick. With Keith Rosen's coaching methodology and proven L.E.A.D.S. Coaching Framework used by the world's top organizations, you'll get your sales and management teams to perform better - fast. Coaching Salespeople into Sales Champions is your playbook to creating a thriving coaching culture and building a team of top producers. This book is packed with case studies, a 30 Day Turnaround Strategy for underperformers, a library of coaching templates and scripts, as well as hundreds of powerful coaching questions you can use immediately to coach anyone in any situation. You will learn how to confidently facilitate powerful, engaging coaching conversations so that your team can resolve their own problems and take ownership of the solution. You'll also discover how to leverage the true power of observation and deliver feedback that results in positive behavioral changes, so that you can successfully motivate and develop your team and each individual to reach business objectives faster. Winner of Five International Best Book Awards, Coaching Salespeople Into Sales Champions is your tactical, step-by-step playbook for any people manager looking to: Boost sales, productivity and personal accountability, while reducing your workload Conduct customer/pipeline reviews that improve forecast accuracy, customer retention and uncover new selling opportunities Achieve a long term ROI from coaching by ensuring it's woven into your daily rhythm of business Design, launch and sustain a successful internal coaching program Turn-around underperformers in 30 days or less Build deeper trust and handle difficult conversations by creating alignment around each person's goals and your objectives Coach and retain your top performers Collaborate more powerfully and communicate like a world-class leader Training develops salespeople. Coaching develops sales champions. Your new competitive edge.

## Book Information

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## Customer Reviews

"[The author] has spotted an opening and written one of the best sales coaching books so far, in what is still a small selection." Salesforce June 2008

"There is no other single activity to boost sales that works better than sales coaching and Keith's book, *Coaching Salespeople into Sales Champions*, is the best ever written on how to do it well." — Brian Tracy, Author, *Getting Rich Your Own Way* "Few management books are specific to salespeople and those of us who work with salespeople understand they're a different breed. Keith Rosen's book is a great one to study and apply or pick up here and there when you have a special need. His coaching ideas are clearly explained and easily executed." — Tom Hopkins, author of *How to Master the Art of Selling* "Winning in sales is no different than winning in life. If you embrace Keith's philosophy, you can certainly expect to win in all areas of your life, while making a profound and measurable impact on your salespeople's performance and attitude." — Dr. Denis Waitley, Best Selling Author of *The Seeds of Greatness* and *The Psychology of Winning* "Coaching Salespeople Into Sales Champions is a well written, easily readable, practical book for anyone who manages salespeople. Excellent content is combined with real case studies, coaching templates and action steps that make this book a must read and a desktop reference for every sales manager, executive or business owner." — Dr. Tony Alessandra, Author of *The Platinum Rule & Non-Manipulative Selling* "Warning! Get Coaching Salespeople into Champions or put your team and your company at risk. Keith Rosen's step-by-step guidance will transform you and your sales team into top performers virtually overnight." — Jill Konrath, author of *Selling to Big Companies* and Founder, [SellingtoBigCompanies.com](#) "Fluffless! Rosen continues to give practical, A to Z how-to advice. After you read it, simply do it!" — Anthony Parinello, Author of *Selling to VITO* "This is a book that will truly take entire sales organizations to the next level. Keith is spot on, and his approach to accountability in

the coaching process is what so many sales people and sales managers are missing.

•Tom Ziglar, CEO, Ziglar, Inc. "There are very few good books published for sales managers and most of them are filled with biased ideology and abstract concepts. Keith Rosen's book is refreshingly practical. It contains concrete steps on what to coach, how to coach and how to bring out people's hidden talents without resentment, or frustration. This is the clearly the best book on sales coaching I've seen in a decade."

•Gerhard Gschwandtner, Founder and Publisher, Selling Power "When it comes to building a top sales organization, Keith has got the market cornered on tactical leadership strategies for today's workforce. Coaching Salespeople into Sales Champions is a winning playbook for managers who need to strengthen and invigorate their sales team through executive sales coaching."

•David Hirsch, Director of Business to Business Vertical Markets Group, Google "We can give salespeople all of the training in the world, we can inspire them and motivate them, we can even provide them with the latest and greatest technology...but in today's highly competitive marketplace, we can measurably accelerate their success through coaching and this is THE TACTICAL PLAY BOOK to help get it done!

•Michael Norton, Chairman of the Board and Founder, CanDoGo "Great playbook that all leaders should read and reference. Keith has done a tremendous job outlining the importance of coaching vs. managing. Implementing Keith's playbook will drive the development of high performance salespeople and superior results."

•Kelly Carioti, Vice President, Specialty and Self-Service Retail, PepsiCo "Without effective coaching, sales performance improvement programs stand little to no chance of success, and so establishing an effective coaching program was one of the highest priorities for Microsoft sales managers, with high demand from sales leadership worldwide. Having experience working with several vendors, and looking closely at many other coaching programs available in the marketplace, Keith's experience, expertise and approach won us over. Perhaps the clearest difference is that Keith's approach makes a difference as it's not simply theory and concepts as it's practical with real-world situations. Keith also practices what he preaches, which sounds easy but bridging the knowing-doing gap is hard. With Keith, there's no disconnect between what he teaches and what he actually does. He helps managers apply the principles of effective coaching regardless of the specific situation, no matter how difficult or unique. His proven coaching framework is universally accepted, and as such, embraced by and complementary to every region, culture and business unit, regardless of where you are located throughout the world. There's always something to learn from Keith and working with him is always an inspiration, so if you have the opportunity to do

so, jump!

•Mark Selleck - Senior Director, Worldwide Sales and Marketing Professions

"It has been an immense professional and personal privilege to have had the opportunity to work so closely with a world-leading master in the art of Coaching. Keith is an exceptional trainer who inspires and enthuses his audience. His passion for the coaching is evident in the way he shows up and conducts himself. He went to great lengths to understand our business and our company culture and has inspired many of our Sales leaders to become masterful coaches. I would highly recommend him both as a person and as a professional for any organization wishing to transform their Sales management team towards Sales management excellence.

•Cillian O'Grady - Senior Director Business Development Group Oracle Direct at Oracle

"Our sales managers and I recently completed a program focused on "Sales Coaching". The program was conducted by Keith Rosen, author of the best selling business book "Coaching Sales People into Sales Champions". In my nine plus years in the Sports Industry, this was one of the most eye opening experiences that I have been through. What the program gave us, was the knowledge, structure, and game plan necessary to become better communicators with our staff and align our sales people's personal and professional goals with the company's objectives, to increase performance.

•Nick Forro - Director, Season Ticket Sales and Service at New York Yankees

"Since Keith presented the program I have observed our working environment take big steps forward. Our reps are empowered and thinking creatively to create new possibilities for our business, thus the management team has relinquished our roles as "Chief Problem Solvers" which has allowed us to spend more time observing and coaching reps. Professionally, I am happier and with less stress than ever before. I can't thank Keith enough for the impact he has made!

•Jeff Ianello - Vice President, Sales at Phoenix Suns

"Keith Rosen was instrumental in "Coaching Salespeople into Sales Champions" in my organization of hundreds telemarketing and telesales people across Europe, Middle East & Africa. He delivered his training course to all managers in the organization (~100) and offered periodic one-to-one coaching to its top leaders thereafter, including myself. Through his actions, the coaching culture significantly penetrated the organization, resulting in better managers-as-coaches and ultimately in improved salespeople empowerment and productivity. Keith Rosen's insights into salespeople motivators & behaviors, as well as his training skills were key & necessary in initiating this culture change successfully.

•Stéphane Rousset - Senior Vice-President Strategy, International Business at Fujitsu

For nearly a decade, I worked in a service oriented management role with my company. About 4 years ago we began shifting from a service model to a sales model. Having never been in sales, I had no idea how to be a sales manager much less a sales coach. My associates were (understandably) apprehensive about the future & their potential for success. A fellow sales manager/coach recommended this book to me & I'm very grateful he did. The book is well written, easy to digest, & logically organized. I read the book all the way through a couple of times & now I just refer to the chapters I need. The author covers a variety of topics including: an explanation of what coaching is & what it is not, different issues & personalities one might encounter when coaching, suggestions about how to handle a wide range of issues that may arise, when to let a non-performer go, & even includes a diverse list of coaching questions. What I liked best is the author's emphasis on finding ones own, natural coaching style. I highly recommend this book not just to those new to sales coaching, but established sales managers as well.

I'm both a business owner of a manufacturing company and a consultant.... I wish I had read this years ago. It would have saved me a ton of grief trying to direct our sales managers. I am confident we would have made much larger profits utilizing Rosen's strategies. Any CEO who doesn't read this is missing critical information about what to expect from a sales manager and/or what to look for when hiring a new one. OK, the beginning of the book may give you an idea that this is a self-promotion but those of you that couldn't get past that are missing out on great content. The book is invaluable for anyone playing a role in a sales organization. Rosen offers sales coaches a fresh, clear, no-nonsense strategy for successful coaching. If I were Rosen, I'd give the book away for free and instead take a percentage of sales increases that will undoubtedly come from his advice. If only.

Recommended to me by my Director. The book is a good read and if you have been in sales for any length of time, you will recognize all of the different sales managers in the book. It will make you think about your style and how to find your strengths and help your folks to develop into the champions that you see in them in the interview process. If you don't find something useful in this book, maybe you are in the wrong profession. It is also a guide for manager that want to develop their directors and VP into better sales people. If you sell for a living, either as a sales professional, Sales Manager, Director, or VP, this book should be on your bookshelf. You will find yourself going back to it again and again.

Best book ever on sales coaching! I have purchased this book at least 20 times because I love it so much I gift it away to people who seek me out about my best practices. It changed my life personally and professionally, I have not had turnover and our sales keep increasing since I invested in this book and began executing coaching the way Keith talks about in the book. Read a review above that the book gives you no structure, NOT true, it is all structure but maybe that reader missed the part that the structure comes from the inside first. I also enjoy listening to it in my car, it is available on audible and iTunes. BEST SALES COACHING BOOK EVER!

Product arrived in the time promised as was exactly as the description stated

Very concise and to the point. This book has transformed my ability to coach my team and hold them accountable to their dreams, desires and sales performance. Buy it!

This book is Down to Earth! Easy to read. Easy to implement. And very practical. I've started to use some of its technique & they look very applicable & provide outstanding results. I highly recommend you buy this book not just because of practicality, but also to the fact that what you get as an output of implementing its techniques is far beyond its price.

as a coach and a manager, this is by far one of the most comprehensive and well written books. that I have read in a long time. Make sure to take advantage of the exercises recommended and apply it. You will become a better coach and a better manager. Thank you Keith!

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