

## Sales coaching

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### Abstrak

Successful sales coaches understand the potential of their sales staff and work to draw that potential out. This Infoline is designed for sales coaches and managers that work with sales staff. Readers will learn the three anchor points of sales coaching, how to determine a sales persons ability and motivation, and coaching styles that are appropriate for employees of various skill levels. Finally, you will learn how to put all this together to develop a complete coaching plan for your sales staff.