

DELTA

The Difference that makes the Difference



Sales Coaching for Results

If your business results depend on coaching for success you can either

Take a risk on people that are willing yet untrained

or

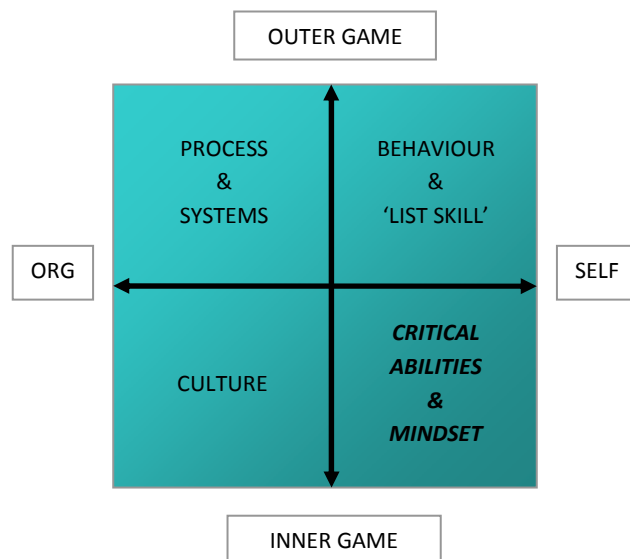
Give your Professionals the Tools they need to succeed now

Delta's Coaching Skills workshop delivers highly usable skills that make a difference immediately. Drawing on the best of People Technology™ this training uncovers the secrets behind great business coaching and provides the answers you are looking for with a use-now strategy.

BRINGING STRUCTURE TO THE CRITICAL AREAS

Use a Coaching System with the technology to get to Mindset, Attitude and Critical Abilities.

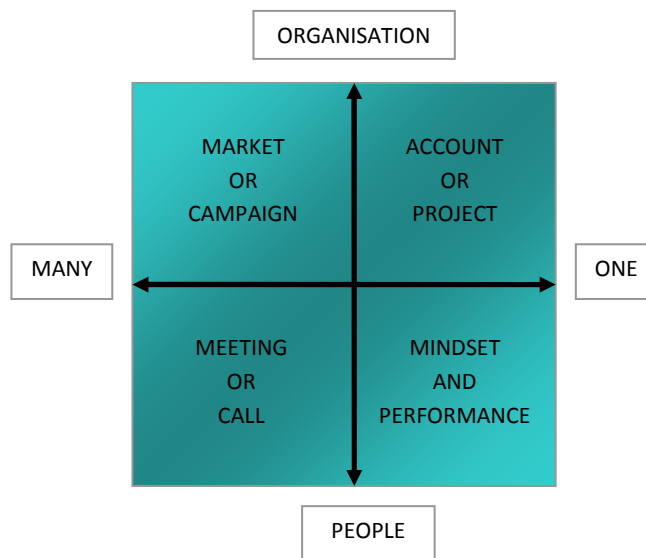
- Most coaching systems teach a simple system and a set of rote skills.
- These are important *AND* much more is needed.
- Coaching powered by 'Business NLP' gets to the 'Inner Game' of the sales executive.
- It brings structure to the soft skill areas of Mindset, Attitude and Critical Abilities.



COACHING WITHIN THE CORRECT CONTEXT

Context is crucial in sales coaching. Generic coaching is a light weight in this environment.

- Some individuals may be great at relationships
- others may be great at planning a strategic approach to an account or thinking at market level.
- Sales executives will respond differently (personally) depending on the coaching context.

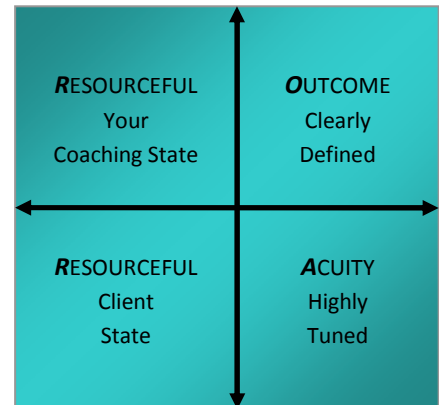


Coaching at the right level for the situation means that the correct resources can be considered and the correct balance between coaching and mentoring achieved for the individual.

PREPARE

Proper Preparation Prevents Positively Poor Performance- ROAR into action!

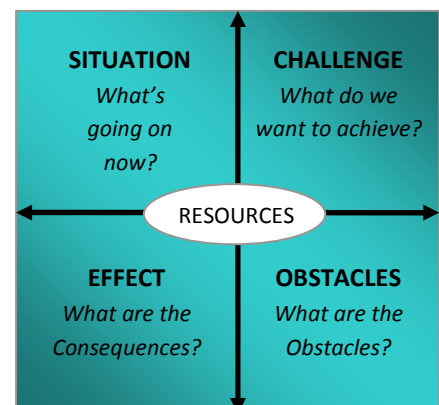
- You need to be in a **R**esourceful coaching state. It's a different state to that which you normally inhabit.
- You need to be clear on your **O**utcome for the session *and that of your client!*
- You need **A**cuity to tune your senses. More than 95% of communication is unconscious.
- You need to have the ability to assist your client into a **R**esourceful state.



COACH

Traverse Coaching Quadrants to gather Information and create Options and Motivation

- Most basic coaching approaches fail to target mindset and motivation.
- Use a straightforward model that has built in motivation and enables in depth information gathering.
- Have access to embedded powerful *NLP* tools to go beyond limiting attitudes and thinking.



PLAY

Have a powerful method of capturing Commitments in Written Plans and ensure Execution

Objective

A clear, SMART objective begun with a profitable end in mind to keep a clear focus.

Strategy

An openly declared approach which keeps the team on track and avoids wasted resource.

Tactics

A clearly defined set of tactics which ensure all the bases are covered and expectations set.

SALESMAN + COACH + TEACHER

It may make sense to consider the level of professionalism of your supplier of choice in each area of interest.

Salesman

A sales audience demands credibility and experience in a trainer.

Would you *prefer* a trainer with a solid sales pedigree in a wide range of offerings from the most technical to the most consumable to the highest valued intangibles?

Coach

NLP is a coaching centred discipline and technology. It delivers Results.

ALL of our training products are centred around a coaching methodology. ALL of our staff are active professional coaches. Our sales training is aimed at intelligent professionals who are prepared to go beyond a 'consultative' sell into a coaching based sales approach. Our leadership training installs a coaching culture at the heart of a Resonant Leadership discipline. Our coaching methodology is backed by the power of Business NLP which provides the coach with tools that go way beyond generic coaching approaches.

Teacher

Many business trainers learned their trade by being good at business and evolving into training picking up their training skills along the way. This is a good start.

- Teaching and training is a skill and a profession in its own right.
- The best trainers understand theory the technology of learning.
- Would you prefer a willing amateur or a *Professionally Qualified INLPTA Trainer?*

MORE BANGS PER BUCK

On the basis that all of your sales staff will go through initial training we would recommend that we centre the training solidly around a coaching frame and at the same time map the learnings into a sales frame as we go through each session. Thus every member of the team will not only be grounded in coaching they will be out there making a big difference to numbers immediately. This is easily do-able with an NLP based professional teaching approach.

Your Instructor

Dave Sellers is an experienced sales professional and sales leader, NLP Master Practitioner and INLPTA Certified NLP Business Trainer – 1 of only 5 in the UK. Dave continues to provide the sales momentum for a number of training organisations. He has sold everything from ultra hi-tech hardware, through to software, consulting services and inter-company partnership to some of the biggest names throughout Europe including Alcatel, Ericsson, Nokia. He has taught sales for 5 years whilst continuing to sell, to research and to develop some of the most advanced sales material available. Customers use his methods to sell everything from consumables to hi-tech infrastructure and financial services. His methods are applied in telephone sales environments, face to face selling and team selling and are developed from a 'Business to business selling' map of the world. Due to the combination of Dave's wealth of experience in the crucible of real-world sales plus his in depth knowledge of 'People Technology' the calibre of material Dave uses is not available from any other sales training organisation.

Dave currently leads Delta's sales and marketing activities and so 'walks his talk' as a sales executive, applying what he teaches on a daily basis.

Contact Delta TCC

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