

A photograph of a woman with glasses and a man in a meeting, overlaid with a teal tint. The text 'Sales Coach Southern Areas' is centered over the image.

# Sales Coach Southern Areas

## Overview

As a Sales Coach you will assist, challenge, encourage, empower rather than direct, advise or teach. Coaching is a partnership that helps the individual work out what they need to do, themselves to improve and, in the process, what motivates them and what gets in their way (attitudes, behaviour & assumptions).

Your primary responsibility will be in coaching the process of developing and accelerating Sales Rep performance by initiating enduring behavioural changes, ultimately, you will help our Salespeople develop their skills and achieve company growth and expectation.

## Application Process

Applicants need to simply call for a confidential chat or email [Lauren.Gillam@ccsmedia.com](mailto:Lauren.Gillam@ccsmedia.com)

## Responsibilities

- Act as a Consultant to Salespeople and provide coaching and guidance to develop their skills and increase performance
- Identify individual and team training and development needs
- Develop coaching plans to create development and progress
- Provide bespoke coaching based on skills assessment and brief given
- Upskill Account Managers on soft skills
- Develop educational material, including call structure, objection handling, question-based selling and account development
- Monitor progress through consistent call listening, sales performance and follow up
- You will be required to do live call coaching, side by side coaching and group coaching sessions
- Provide feedback to management on progress through coherent reporting and data analysts
- Evaluate Account Managers performance after each coaching session
- Attend training from Vendors, training providers and GM's to ensure you have the skill set to deliver to Account Managers
- Gather feedback on all training programs from Trainees, Managers and Vendors and use this to create coaching plans
- Onboard and coach new Salespeople

## Requirements

- Work experience as a Sales Coach, Sales Trainer or similar role
- Experience in a Sales position is a must
- Experience in one to one development is desirable but not a must
- Excellent listening skills
- Excellent communication skills with the ability to motivate people
- Problem-solving skills
- Good analytical and reporting skills