



COACHING for SALES EXECUTIVES

WHAT IS COACHING FOR
SALES EXECUTIVES?

HOW DOES THE
COACHING FOR
SALES EXECUTIVES
PROCESS WORK?

WHY SHOULD I
CONSIDER AN
EXECUTIVE COACH?

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WHAT IS COACHING FOR SALES EXECUTIVES?

Coaching for Sales Executives is the process by which an independent expert helps sales executives improve their performance and their fulfillment in their sales executive role.

In today's world, where business moves at an ever more rapid pace, where the demands for profitable revenue growth are becoming more urgent, and where top talent is more mobile than ever; the role of a sales executive is both tougher and more important to the organization than ever before. Successful sales executives have to know how to navigate through politically turbulent customer and company environments, execute clear strategy with agility, innovate through partnerships, and empower their teams.

As individuals, they have to know how to lead change, to deal with multiple transitions and be keen to learn - all the while maintaining a high degree of personal energy and resiliency.

And, as we all know, these individuals are increasingly challenged to deliver more with less.

The Executive Sales Coach role at Jack B. Keenan, Inc., is the most demanding one we play, and only our most senior partners with relevant business and industry experience serve our clients in this capacity.



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HOW DOES THE COACHING FOR SALES EXECUTIVES PROCESS WORK?

While there exists considerable room for variation in these engagements, most follow this general process:

INTRODUCTORY MEETING

- *Before any substantive work begins, the Client and Coach meet to discuss the client's needs, objectives, and preferences and to determine if there is a sufficient comfort level to continue to build the relationship.*

ENGAGEMENT AGREEMENT

- *With an agreement to continue, the Client and Coach meet to discuss the details of the engagement. If there is a senior sponsor for this engagement, he or she attends this first substantive meeting. Measureable outcomes are identified, meeting frequency agreed to, and the engagement duration is clearly identified in a written document.*

In this early phase of the engagement, confidentiality and progress reporting protocols are discussed and agreed to.

In general, we prefer to have the Client provide any progress reports to their internal sponsor, and the JBK Coach to communicate with the sponsor only in the presence of the Client, and again at the conclusion of the engagement.

DISCOVERY INTERVIEWS

- *With the objectives of the engagement identified, the substantive work of the engagement begins. Depending upon the Client's needs and the engagement objectives, the JBK Sales Coach will conduct discovery conversations with the Client, with the Client's peers and team members, and, if relevant, additional relationships who can provide observations and insights relevant to the engagement.*

Generally, the Client will identify key people for these interviews and they'll be conducted over a Zoom call. Interviews typically last 30-45 minutes, and anonymity is assured to encourage frank commentary.

COACHING SESSIONS

- *With the objectives of the engagement in hand and the relevant Discovery done, the on-going Coaching engagement begins.*

These private and confidential conversations generally last 60 to 90 minutes per session, with a common bi-monthly frequency.

When appropriate and relevant, these discovery conversations may be supplemented with instrumented profiles and other feedback tools.





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WHY SHOULD I CONSIDER AN EXECUTIVE COACH?

There are many reasons why sales executives choose to work with an executive coach.

A NEED AND A WILLINGNESS TO GROW

- *Sales Executives seeking the services of an Executive Coach have a need and willingness to change and grow on a professional as well as personal level. These sales executives understand that the ascent to the top does not come without personal growth. As a sales executive begins working on himself/herself, there is a steep learning curve involved - a learning curve in addition to the critical demands of the day to day. A Sales Executive Coach can help speed up the process and help the sales executive achieve results more rapidly than they could on their own.*

TO BECOME MORE RESPONSIVE TO THEIR BEHAVIORS, THEIR OWN SKILLS, AND THEIR IMPACT ON OTHERS

- *Smart sales executives place a high priority on becoming self-aware and realize that self-knowledge can drive growth and improvement. At their level, such feedback is often difficult to obtain directly - direct reports, peers, customers, and even superiors are often*

reluctant to risk their relationship giving such much-needed and critical feedback directly. Coaching for Sales Executives uses direct feedback and reflective processes.

TO FACE THEIR SHORTCOMINGS AND BLIND SPOTS DIRECTLY, AND LEARN FROM THESE EXPERIENCES

- *Highly successful sales executives learn to view their inevitable mistakes in a positive light and to learn from them. A Sales Executive Coach can help the individual better learn about and from their shortcomings and areas of relative weakness to improve their performance, and their fulfillment in the role as well.*

TO RECOGNIZE AND OVERCOME THEIR OWN OBSTACLES TO ACHIEVING THEIR GOALS

- *Many sales executives are not aware of or may choose - consciously or unconsciously - to ignore their blind spots. This can be debilitating, and especially so for more senior executives with career ambitions and technical potential. The Coaching for Sales Executives plays a crucial role here. An Executive Coach understands how to constructively expose these areas of vulnerability so the sales executive is not only able to recognize and gain an awareness of the problem, but also take the necessary steps to eliminate the same.*





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TO BETTER BALANCE THE BUSINESS AND FINANCIAL DEMANDS OF THE BUSINESS WITH A PEOPLE ORIENTATION AND CARE FOR THEIR OWN RELATIONSHIPS

- *Sales executives are responsible for driving profitable business results while maintaining productive customer relationships and important internal relationships, always needing to navigate a balance, as both are critical to success. Pleasing one at the expense of the other is a certain path to eventual failure. This is typically not a simple nor easy balance to achieve. The difficult business decisions that directly impact results and relationships are on the daily agendas of most sales executives. Learning how to handle the emotional and physical stressors of the job is a challenge on one's own. An Executive Coach can help accelerate this learning, reducing the potentially negative impact on the organization.*

TO IDENTIFY PERTINENT LEARNING GOALS

- *It is critical that in order to be successful in today's competitive business environment, sales executives constantly "sharpen the saw". Coaching for Sales Executives helps the sales executive effectively recognize and select key learning goals and objectives that benefit both them and their organizations.*

TO MAINTAIN A HEALTHY WORK-LIFE BALANCE

- *In today's highly competitive and stressful selling environment, it can be a real challenge to maintain a healthy work-life balance. Burnout is a common and all too frequent condition for these people in critical company and customer roles. Coaching for Sales Executives keeps the various facets of the sales executive in mind to help them maintain a healthy balance in all areas of their lives.*

TO DEVELOP A CAREER AND LIFE GAME PLAN

- *Coaching for Sales Executives positions sales executives for success by helping them devise a strategic game plan for their careers.*





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