

# Coaching a Seasoned Seller to Bring Back Her A-Game

*This sales organization has a consistent track record of finding highly-talented candidates to join their sales team. Time and time again, they've hired and developed top talent and in turn, quickly see results from these sellers.*

*Joe\*, a new manager to the company, had recently joined the team and was looking to add to the sales team. He was eager to recruit top talent. Relying on his past experience with other sales organizations, he decided to hire a seller that he had worked with years ago. We will call her Tanya\*.*

*\*All names have been changed.*

## Challenge:

Joe realized that Tanya seemed to have lost her way.

## Solution:

Joe spent time discussing her Talent Assessment and highlighted some of her Influence Themes.

## Results:

Tanya closed \$300,000 in new business and was able to reinvent herself after 15 years in the industry.

## Challenge

Tanya had worked with this manager a few years back and she was one of his best performers. He was excited when she decided to join the team as he knew of her solid potential. He remembered her take charge style, natural ability to build trust and her ability to ask for the order. Her enthusiasm was contagious and she built strong relationships easily.

A few months in, Joe realized that Tanya seemed to have lost her way. She was trying but not getting anywhere and her business was suffering. Joe recognized the change in his seller and decided she would be a good candidate for springboard coaching. She had the natural talent, but without some coaching it was not being utilized.





## Solution

Joe spent time with CSS to discuss her Talent Assessment and we highlighted some of her Influence Themes. We discussed the importance of giving her the opportunity to further enhance her selling skills. She was stuck in her ways coasting along with transactional business. She desperately needed help jump starting her new business development efforts. We set up some time with Tanya and we identified her current setbacks. She hated cold calling and had a hard time coming up with ideas.

This was a classic case of a seasoned seller who was stuck in a rut. She was way too focused on product pushing instead of being customer focused. She was not using her natural talents and that was limiting her full potential.

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## Results

Over a 4 month period, Joe, Tanya and CSS worked closely to reignite the flame. We worked together to identify high potential prospects, develop Valid Business Reasons and brainstorm ideas to help her generate new business. Tanya was reinvigorated and the natural talents kicked into high gear once she was being coached. She became more customer-focused and because she is naturally persuasive, she began moving prospects to the right solutions faster. Joe did a great job of supporting Tanya and encouraging her at every turn. Tanya transformed! Fast forward 4 months later and Tanya had closed \$300,000 in new business and was able to reinvent herself after 15 years in the industry.

