



Avoid These Five Coaching Mistakes That Prevent Exponential Growth

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CEO, Level Five Selling / Level Five Coaching System

Meet David Pearson, CEO of Level Five Selling

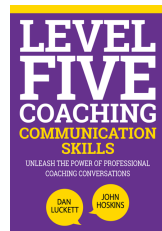
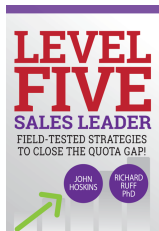
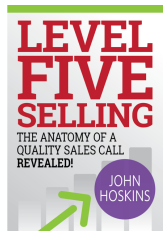
Started his career at Miller Heiman, ultimately leading sales

Became CRO of a \$2B+ publicly traded company with 1,000 sellers

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Level Five has authored four top-rated books on coaching and leadership

Level Five is proud to be rated a Selling Power Top 20 Sales Training Company



Why Focus on Sales Coaching?

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Increase Revenue

Reduce Turnover

Accelerate Results

Increase Revenue

“ By targeting specific skills and enforcing their use with concrete goals, sales leaders raised rep productivity by 25% within 18 months.”

McKinsey
& Company

Reduce Turnover

“ Gallup Panel data found that it takes a **pay increase of around 20% to lure most employees away** from managers who engage them.”

GALLUP®

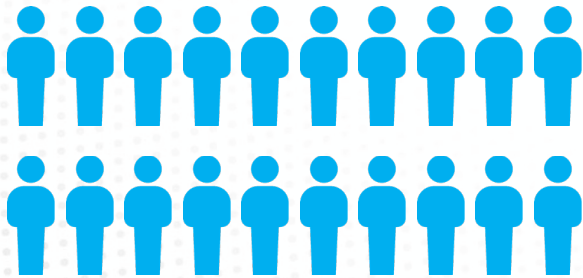
Increase Revenue

“ The real payoff from good coaching lies among the **middle 60%** –your core performers. For this group, the best quality coaching can **improve performance up to 19%.**”

– Sales Executive Council

**Harvard
Business
Review**

**UNDER
PERFORMERS**



AVERAGE




**TOP
PERFORMERS**



When You Get Coaching Right, Great Things Happen

 ENTIRE POPULATION

 1,115 reps

Avg sales per rep

\$3,327,000

Avg sales margin

\$720,000

Turnover

27%

CONTROL GROUP
12 MONTHS POST

  542 reps

\$3,708,000

\$798,000

11%

 **\$381,000**
REVENUE

 **\$78,000**
MARGIN

 **95 People**
FEWER TURNS

If the payback is so strong –
what keeps us all from becoming
masterful coaches?

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Dysfunctions.

Dysfunction #1

Failure to define quality.
What does good look like?





BOEING

P ← P2 →

18R 36L

Sales & 6 Sigma Standards



What would be the most critical input to achieving revenue?

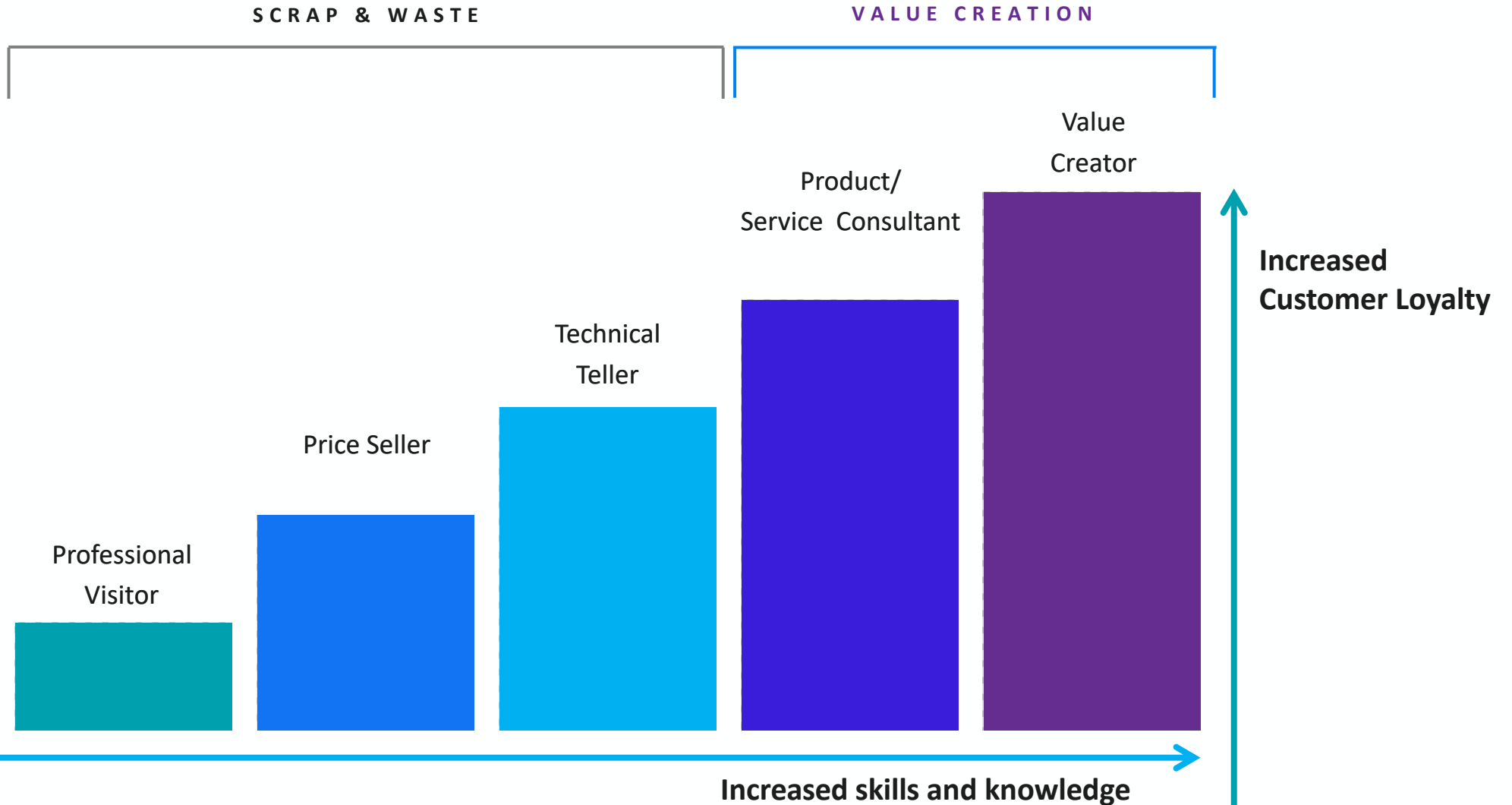
How **many** calls did we produce?

What was the **quality** of those calls?

What did it **cost** you to make them?

Who is **inspecting** on the line and how are they trained?

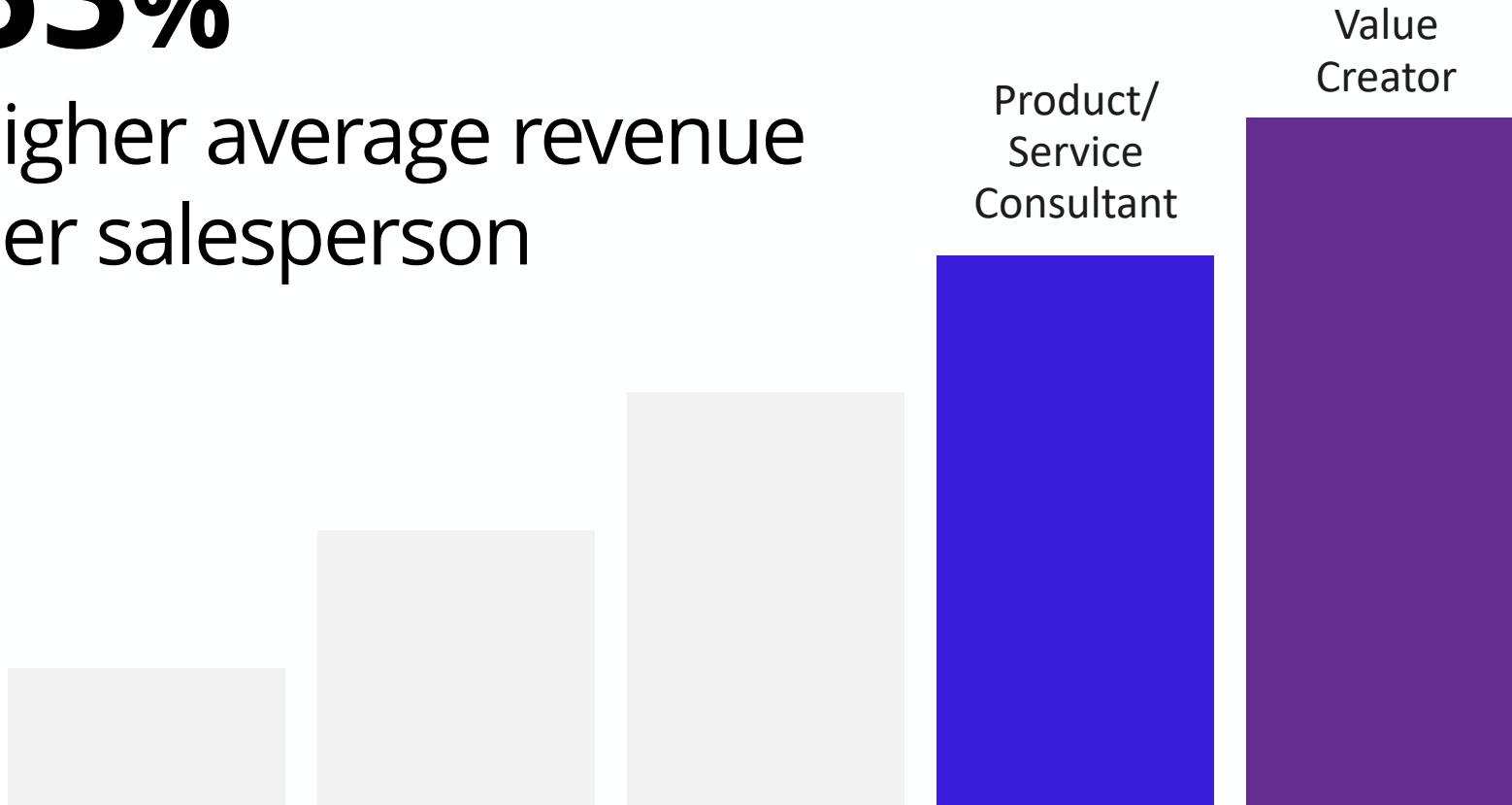
The Five Levels of a Quality Sales Interaction





53%

higher average revenue
per salesperson



Dysfunction #2

Coaching is reactive
vs. planful

2

How much time do think the average sales leader spends coaching?

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**Typical
response:**

40%+

Coaching Time

defined as proactive time
planned coaching
salespeople, helping them
increase their skills

Actual:

15%

What we've found...

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Sales leaders are focusing on lagging indicators vs. leading indicators

We discovered most coaching is reactive

Those who **are** coaching, aren't doing it very well.

Dysfunction #3

Allowing distractions to
decrease coaching time

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Dysfunction #4

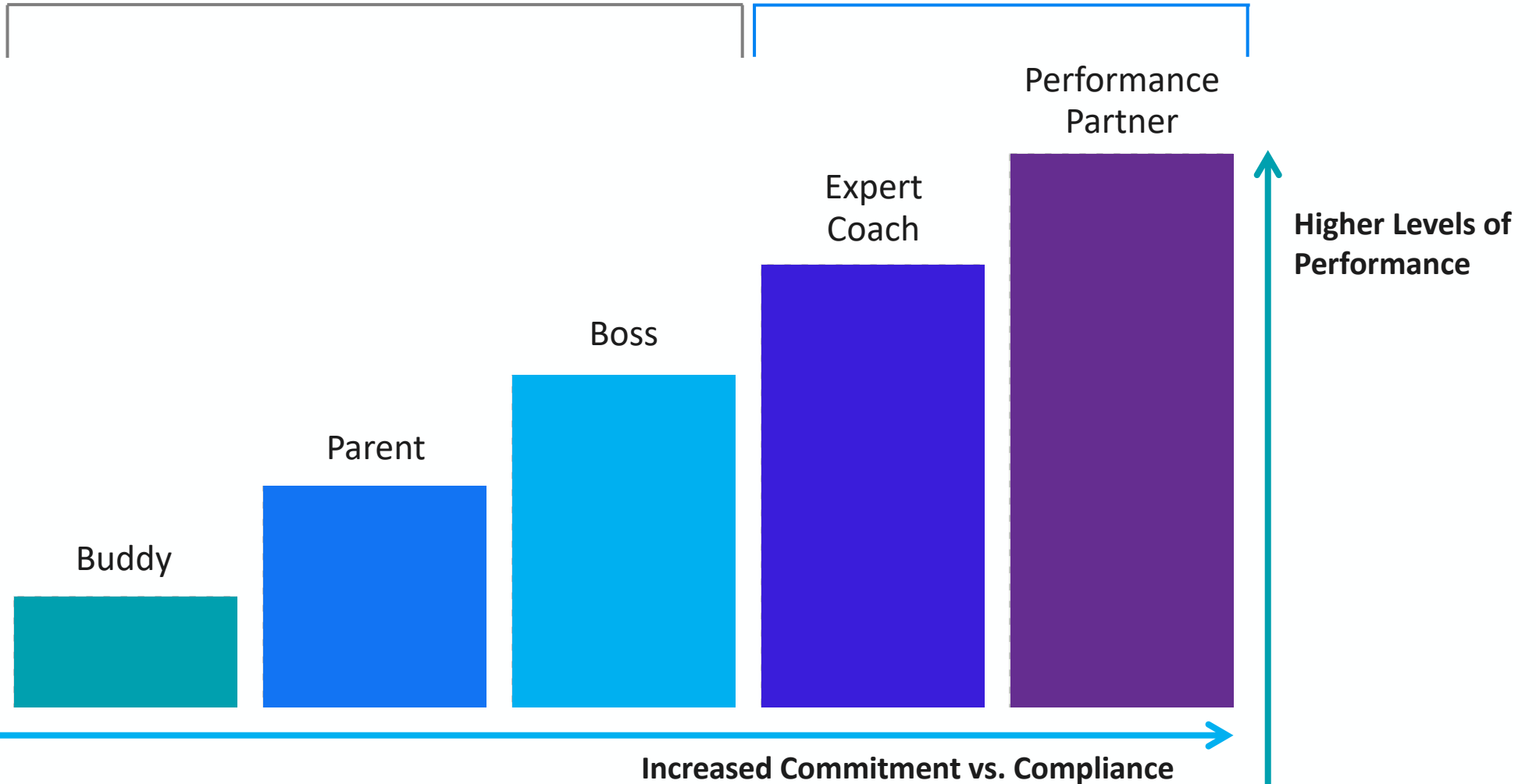
Coaching by telling
vs. asking

4

The Five Levels of Sales Leadership

LOWER MORALE & PRODUCTIVITY,
HIGHER TURNOVER

INCREASED ENGAGEMENT,
INNOVATION & RETENTION



Dysfunction #5

Coaching overload

5



Two Key Elements to Scale & Drive Growth



Increase
Number of
Level 4 & 5
Value Creation
Reps

Develop Level
Five Sales
Leaders as
Performance
Partners

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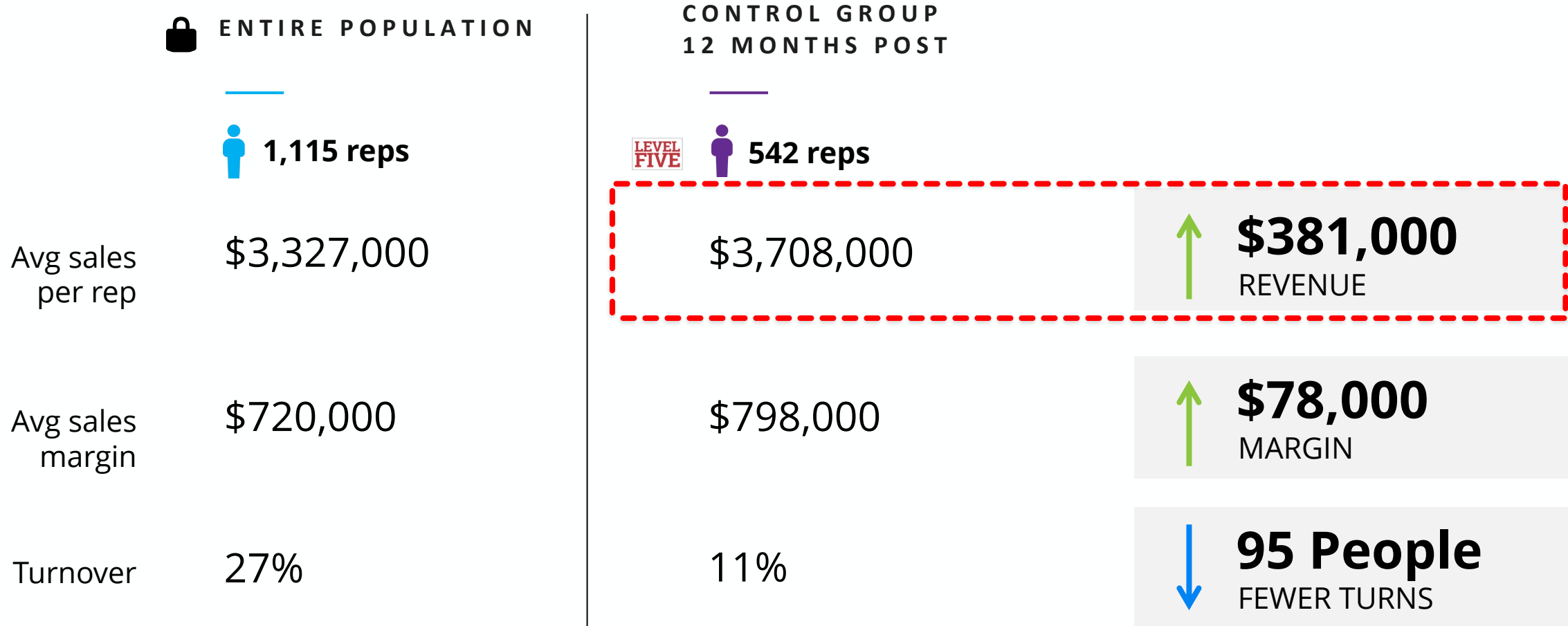
Increase Revenue

Reduce Turnover

Accelerate Results

When You Get Coaching Right, Great Things Happen

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Two Complimentary Offers for you

1

**Receive a Complimentary
Level Five Selling book**

Levelfiveselling.com/freebook/



2

**Sales Leaders, would you
like a free salesforce
assessment?**

Schedule a 45-minute briefing to
assess your salesforce

david@levelfiveselling.com

Questions & Answers



Thank you for joining today