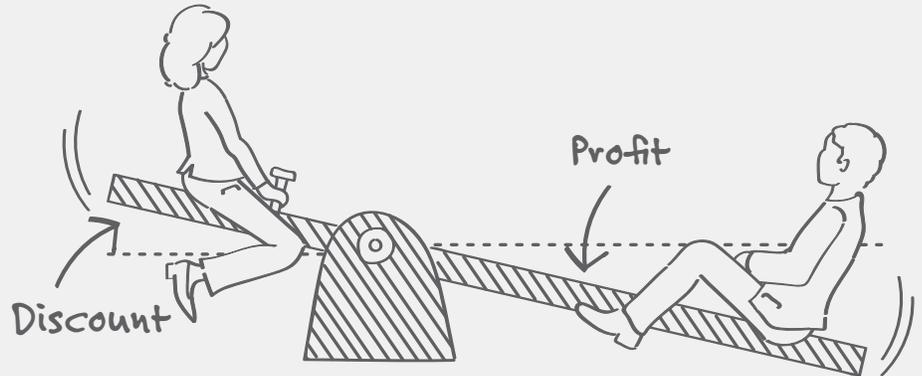


# CAPTURE VALUE COACHING SKILLS

Large organizations average an **8.7%** operating margin decrease from a **1%** increase in discounting.



## Business Challenge

Coaching is the most critical factor in driving sales success—but it's also the most inconsistently practiced and supported. Many salespeople find that they're only coached four times a year—at their quarterly business reviews.

You invested in Capture Value Skills so your salespeople would have remarkable, memorable and compelling customer conversations.

But without enough reinforcement to ensure those techniques are consistently applied to real opportunities, coaching falls to the bottom of sales managers' long list of competing priorities.



## How This Affects You

- Without management buy-in, salespeople can be reluctant to try new techniques.
- Without the support and discipline of a knowledgeable coach, your salespeople may revert back to their comfortable way of selling, which could result in missed opportunities.
- Poor or infrequent coaching creates a disconnect between managers and teams that can lead to significantly higher voluntary sales rep turnover and poor quota performance.



## What if You Could...

- Get your sales managers on board with your new skills, helping them drive positive behavior changes in the field?
- Turn your sales managers into Capture Value Skills field gurus—ensuring the new skills are effectively applied at each point in the buying cycle.
- Give your managers the skills to become better coaches, leaders and communicators.

## If...

Your sales managers have had enough of flavor-of-the-moment training, coaching checklists, and clichéd leadership pep talks...

Your sales managers struggle to get their own experience-based advice to stick with their teams in the heat of the selling moment...

You rely on your sales managers to rally the troops around new sales skills methodologies, products or processes...

You need a plan for reinforcing the pricing and positioning skills to help your team maximize deal profitability and customer profitability...

## Then...

You need Corporate Visions' **Capture Value Coaching Skills**. When combined with Capture Value Skills, you'll establish a unique approach to helping sales reps capture all the value you deserve throughout the customer lifecycle, and maximize your deal profitability and customer profitability.



## What it is

Capture Value Coaching Skills is a workshop that turns Capture Value Skills into part of your sales culture. You'll get a blended learning solution that supports your sales managers before, during, and after the onsite workshop to achieve the most effective learning.

### Knowledge Transfer

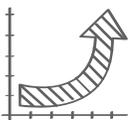
An eLearning course provides a pre-event knowledge transfer that refreshes Capture Value Skills concepts and introduces the new coaching skills you'll put into practice.

### Just-In-Time Reinforcement

Speed up adoption by reinforcing the skills and keep your managers tuned up in a timely fashion by accessing your online refresher library and coaching worksheets.

### Hands-on Practice

Practice applying your skills in live, simulated sales situations at your in-person event.



## What You Gain

- Successful behavior change in the field, evangelized by your sales leaders.
- Maximum return on your Capture Value Skills investment by ensuring the techniques are applied consistently and effectively in your customer conversations.
- Enthusiastic sales managers who positively affect sales results, inspire their teams, and create memorable coaching experiences.