

Sales Coaching

Overachieving your targets through coaching

Sales Coaching

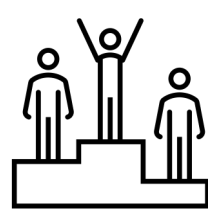
Sales Coaching is about coaching and mentoring sales reps, to enable them to help themselves. Instead of telling them what to do (sales training), we give reps a chance to analyse their own performance.

As an organisation you get a better performing sales rep. Someone who is better organised, more self-aware and more focused, ultimately better at their job, making you more money.

Our focus is on sales managers and leaders, aiming to deliver techniques and methods to build capability for both performance management but also sales leadership. This capability leads to confidence, drive and a strategic mindset. Once we coached the leaders in the sales team, they are capable of coaching the juniors in the team, resulting in better team performance overall.

Why does Sales Coaching matter?

- Coaching goes beyond training a skill, it's about building out leadership capabilities
- Learn how to manage performance effectively
- Enabling your leaders to align business goals with those of their teams
- Sales managers get promoted based on their performance, not knowing how to coach their team
- Learning by doing



Who benefits from Sales Coaching?

- VP Sales / Client Success
- Sales Managers
- Sales Directors / Regional Directors
- Business Development Managers
- Account Executives, Directors, Managers
- Client Success / Customer Services
- Marketing Managers / leaders

Any person in your org with a revenue target, taking on a leadership role

What are the benefits?

- Sales has a clearer idea of their own tendencies, biases and behavioural patterns
- Drive individual and organisation effectiveness
- Learn how to create a high performance team management environment
- Improved leadership coaching skills
 - Developing self-awareness
 - Gaining confidence
- Developing Emotional Intelligence (EQ)
- Develop better communication skills and become a more influential leader



Sales reps who receive dedicated sales coaching see 16.7% higher revenue growth over teams who don't receive sales performance coaching.

[Seismic](#)

77% of companies report improved sales performance as a result of coaching.

[Gitnux](#)

As much as 60% of sales reps say they're more likely to leave their job if their manager is a poor coach.

[Spotio](#)

Research shows that 53% of individuals who work at companies that achieve high-revenue growth believe sales coaching is always or almost always effective. In essence, these high-revenue growth companies invest more in coaching and get better results than lower revenue growth companies.

[Sales & Marketing](#)



When Volker Ballueder set out on his journey as a coach over 20 years ago, all he wanted to do was to help others. Through his sales career of 20 years, hitting the phones in his early days to global sales leadership positions, plus his interim and fractional CRO activity, he has been exposed to different sales techniques and methodologies. From coaching founders to do sales, or moving away from founder led sales, setting up sales, marketing and client success teams, or running multi country enterprise sales.

Having enjoyed his sales career, Volker wants to give back and share his knowledge, coaching and consulting companies. His engagements vary with group sessions, observation and 1-2-1 sessions.

Great coaches listen, ask open ended questions and guide the rep towards self-identification and performance issues. On the back of it, the rep develops themselves and their soft skills. It is motivating and guiding, leading to a higher quota attainment.

Volker Ballueder

- 20 years experience working with technology start-ups & corporates across Europe
- Sales & Strategy Consultant, Sales & Leadership Coach
- Certificate in Counselling and Cognitive Behaviour Therapy, IoC
- CRO & CMO School (Pavilion)
- Revenue Architecture School (Winning by Design)
- SPIN, Conceptual & Strategic Sales training
- MBA Thesis on Emotional Intelligence
- NLP Master Practitioner
- Best Selling published Author 'Principles for Success'

Services available:

- Sales Coaching
- Interim/Fractional Sales Consultancy
- GTM and Start-/Scale-Up Advisory
- Founder and Start-/Scale-up Coaching

We hired Ballueder Partners to put a team together in the German market. Not only did Volker deliver on the promise, the team he hired subsequently overachieved targets. As much as he is hands on, knows what to do, he is an excellent team builder and coach.

I have no hesitation to hire him again to build successful teams and coach them to success.

Paul Thompson, CRO Blis Media

“

Thank you for all your help over the last few months - you've been a great driving force, bringing me back to practicality and optimism at a time of massive change and uncertainty.

Brendan, Coaching Client

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Having Volker on my side to run my first ever sales team and set us up for success was invaluable.

I highly recommend him!

Kieran Innes, CEO, Stribe



Volker Ballueder
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Sample Coaching Clients:

