

## Do You Need a Sales Coach?

By Joe Heller, High Performance Sales Coach

With increased competition; more businesses and professionals are turning to sales coaches for the extra edge when faced with the challenging economy.

Wise leaders have sought counsel since the beginning of time. After all, everyone is blessed with a brilliant talent and the wise leader surrounds themselves with the best. CEOs are visionaries who understand their business, and take on the responsibility that every major decision they make can produce a profit or loss is on their shoulders.

The CEO also realizes it's tough to get honest feedback from employees because few have put anything at risk, or they are simply afraid to challenge the CEO and chance "loosing" their paycheck.

The smartest people in business have always turned to advisors to help them reach their goals. Traced back to seventeenth-century merchants who turned to "cunning men" or wizards for guidance; CEO's today turn to their modern counterparts - coaches.

Here's how to find the right coach -- and what you can expect once you do. A coach is not a business consultant that you would hire to address a particular problem. And they're not psychotherapists, whom you would engage to work through emotional issues.

Sales Coaches generally focus on one thing: improving you or your sales team's performance as a leader inside your company and in your market. They do this in much the same way sports coaches work with athletes - by helping you make the most of your natural talents, find ways to work around your weaknesses and apply solid strategies to generate sales, and rapidly capture market share.

A good sales coach will hold you accountable, and make sure you meet your commitments in order to reach your goals by making sure you stay out of your own way - things [nearly] all of us can use a little help with.

Executive's at large corporations have long relied on coaches. But entrepreneurial CEO's arguably need them more - because they need an expert (i.e. coach) who can guide them on the specifics of performing at a new level.

"Entrepreneurs start out excited about being their own boss, and have a passion that drives them" says Joe Heller, who's been advising business owners for 17 years as a Master Sales Coach, and President of Heller International, an international sales coaching firm in Houston, TX. But eventually, Heller says, many entrepreneurs find that while they have a wonderful product, they do not have the sales ability to bring it to market or expand the customer base once the product is introduced.

In cases like these, CEO's turn to a trusted adviser like Heller, with whom they can brainstorm, set sales goals, confess their anxieties, and work through the day-to-day challenges to "outsmart" the competition.

Heller works over the phone; and travels to his international clients; coaching individuals, sales teams and geographically dispersed sales organizations worldwide. Heller provides tough love; in order to ensure his client's see success.

The question arises - How do you make sure you choose the right coach? Simple, says Heller, in order to get the one you need "look for one with a proven track record that can help you achieve your specific goals". Heller's helped entrepreneurs sell \$287 million worth of products and services so as a sales coach, he walks his talk.

Your goal in choosing a coach is choosing someone who can actually help you get the work done. There are so many pretend experts out there that Heller recommends that you ask for their “resume” and “success stories” when selecting a coach to make sure the fit is right.

Heller also recommends that you have an initial hour long coaching session and dive into in-depth conversations about where the coach can immediately help you. In Heller’s case it is sales and what can be done to impact the bottom-line as quickly as possible. One thing that Heller has over other coaches is that he is focused on ROI (Return On Investment) – which pays for his coaching services where other coaches are a “cost” on the balance sheet.

A sales coach helps you hash out everything from small problems in hiring and accessing sales people to larger issues like finessing cash flow. Heller's role as a coach is to keep his client focused; he's developed a laser eye for tasks that produce ROI. A sales good coach can help their client make key decisions, boost confidence and creativity around how they solve problems to win and win big allowing the people who engage a Sales Coach to focus on larger operational goals – without getting lost in the blur of day-to-day selling.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Joe Heller, Sales Coach is available for - Individual Coaching, Team Coaching and Group Coaching in the United States and Worldwide.

Dedicated To Multiplying Your Sales;

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