

# BeUNCOMMON

## SALES COACHING INDIVIDUAL COACHING FOR ENTERPRISE SELLERS



Within a technology sales role, you will have established a pattern of work that has allowed you to succeed to a level at which you feel comfortable operating. You will likely now have a clear view of the gap between where you are and where you want to be.

As an ambitious seller, you are possibly lacking someone in your corner who can help you systematically develop, activate future capability early and build an action-based career plan to guide your behaviour.

Having an external coach focussed on the micro-tasks that make personal habits your superpower, will deliver immediate success, resulting in higher contract values, sales skills you would not learn naturally and build the operating discipline of a sales veteran.

This is where BeUncommon is built for you, the sales person living in the sales system.

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### SALES COACHING 1:1 IS AN EIGHT-SESSION PROGRAMME FOCUSED ON BUILDING

- A clear view of your biggest selling opportunity right now, with a practical plan behind it
- Structured methodologies for enterprise deal management from qualification to close
- A pipeline and territory strategy that fits your role, your accounts, and your market

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### THE OUTCOME OF SALES COACHING INCLUDES

- Disciplined focus on your biggest career ambition
- Practical and easily implementable sales techniques that go beyond basic discovery and stakeholder management
- Pipeline and revenue growth strategies focussed on your specific sales role
- How to project manage multiple opportunities including multiple stakeholders at the same time increasing the opportunity for success
- Understand of how to implement sales methodologies to deliver successful opportunity conversion

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### 3 SALES COACHING INCLUDES

- Fundamental Five Functions of selling
- Sales Methodologies for early to late stage opportunity management
- Advanced sales techniques for enterprise-led opportunities
- Strategic Account and Territory-based planning techniques
- Social Selling and Personal Brand development
- Claude Sales Agents

### 4 FRAMEWORK FOR SUCCESS

- Pre-Engagement: 40 minutes
  - Ambition and outcome setting
    - Career earning calculator
    - Skills gap assessment to match the desired career journey
  - Selection of priority topics
    - What skills require fixing and what require building
- Session engagements: 8 x 60 minutes
  - Track development within a weekly diary
  - Self-selected topics: your story with my obvious assessment
  - Fundamentals of selling: territory planning and account engagement
  - Sales methodologies: MEDDPIC and Challenger
  - Advanced and strategic skills: proposals, financial selling
  - Personal brand development
- Showcase: 30 to 40 minutes
  - What has been learned
  - What is the next meaningful plan
  - What is the new ambition
- Ongoing engagement
  - Slack and WhatsApp
- Work towards the outcome of a promotion or pay rise

The mission of BeUncommon is to create intelligent leaders, by providing executive coaching for enterprise sellers who want to lead.

This mission is achieved by enabling people to become the greatest problem solvers they can possibly become.

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### The values that drive this mission to be achieved are

- Learning as a principle by having a relentless curiosity, self-reflection & collaboration
- Evidence backed by moving from opinion to fact within a justifiable structure to demonstrate your impact
- Honesty and kindness by supporting others, having tough conversations grounded in reasoning

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## NOTES

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