

How to Coach Using the CliftonStrengths for Sales Report

Conversation 1: Establish the Relationship

The coaching relationship is similar to other relationships we have in our lives. It involves investing in another person by doing things for that person's benefit without considering your own reward. To build a strong coaching relationship, be understanding, thoughtful, considerate, supportive and sensitive to the other person's thoughts and feelings. Encourage the salesperson you are coaching to be open about their current situation, struggles and victories.

Tools: Client Intake Form (Getting to Know Your Client Discussion Guide)

Questions for salesperson:

- What do you love about being in sales?
- What drives you crazy about being in sales?
- What is your biggest strength as a salesperson?

Conversation 2: Understand the Strengths Profile

Help the salesperson understand their CliftonStrengths profile. A person's talents are their greatest source of success and contribution. When they find ways to use these talents, they become more confident, energetic and happier — and more likely to achieve their goals.

Tools: Talents in Action Form, First Impression Discussion Guide

Questions for salesperson:

- What was your first impression of your CliftonStrengths for Sales report?
- How do you see your CliftonStrengths show up for you as a salesperson?
- What about being a salesperson comes naturally to you? Why do you think that is?

Conversation 3: Gain Appreciation

People must appreciate their talents before they can develop them into strengths. You can support salespeople by helping them examine the intricacies of their dominant themes to better recognize the power that each offers.

Tools: *Strengths Appreciation Discussion Guide, Talent Map*

Questions for salesperson:

- Which CliftonStrengths themes help you the most as a salesperson?
- Which CliftonStrengths themes get in your way the most as a salesperson?
- How do you see yourself differently after reading your CliftonStrengths for Sales report?

Conversation 4: Invest in Talents

Salespeople must practice using and developing their talents to turn them into strengths. Your goal during this conversation is to help the salesperson identify how they will invest in their talents to be better equipped to achieve their goals, have meaningful discussions and respond to everyday situations.

Tools: *Investing in Strengths Discussion Guide, Individual Development Plan*

Questions for salesperson:

- What is your most important goal right now? How can you use your CliftonStrengths to accomplish it?
- Which action items are you going to try first?
- How will you know that you have been successful as a salesperson?