



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Coaching for Champions: Empowering Sales Excellence



8 Hours



In-Class

Center of **Excellence** and **Knowledge Hub**

www.ebi.gov.eg

Course Description:

Coaching isn't limited to athletes anymore. Increasingly, organizations are integrating coaching into their development programs. When executed effectively, coaching salespeople can boost sales and positively influence a company's community and culture. The advantages of coaching are substantial and worth investigating. Our workshop will guide participants in developing essential coaching skills. They will gain insights into the roles and responsibilities of a coach, as well as the challenges faced when working with sales teams.

Target Audience:

Managers & Team Leaders

Course Objectives:

By the end of the course, participants will be able to:

- Understand Coaching Fundamentals & Coaching Challenges
- Identify characteristics and skills of successful salespeople & which methods to recognize and celebrate achievements to reinforce positive behavior.
- Use brainstorming techniques to explore various solutions and options & learn how to recognize and value the effort put forth by team members.
- Learn to balance competitive elements to avoid overcomplicating motivational strategies.
- Recognize the advantages of maintaining an internal coaching program to address common communication issues and learn how to improve communication skills.

Course Outlines:**Module One: What Is a Coach & What is Coaching?**

- Be a Coach
- Roles
- Responsibilities
- Face Challenges
- Be Confident
- Build Connections
- Communicate
- Focus on the Process

Module Two: Process & Inspiring

- Define Effective Salespeople
- Coaching vs. Training
- How Coachable Is an Employee (A.G.R.O.W.T.H.)
- Avoid the Gap
- Individualize
- Personalize Rewards
- Acknowledge Success
- Provide Opportunities Over Punishment

Module Three: Authentic Leadership

- Vulnerability
- Be Yourself and Encourage Individuality

- Listening
- Appreciate Effort
- SMART Goals
- Be Realistic
- Brainstorm Options
- Take Away

Module Four: Competition

- Social Pressure
- Gamification
- Rewards
- Don't Go Overboard
- Provide Clear Metrics
- Measurable Results
- Analyze Data
- Visualize Trends

Module Five: Maintenance Strategies & Avoid Common Mistakes

- Benefits of Internal Program
- Choose a Method
- Create a Culture
- Train Coaches
- Poor Leadership
- Ineffective Communication
- Incomplete Data
- Don't Be Afraid to Let Go

Course Duration:

1 Day - 8 hours from 09:00 AM to 5:00 PM

Delivery Method:

In-class

Assessment Strategy:

Participation

Group Exercise

60 % Cut of score of total grades which is "100"

Course Language:

Material: English

Instruction and Explanation: Bilingual (AR<>EN)

Prerequisites:

None

HOTLINE
15200
One number to better serve you!

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