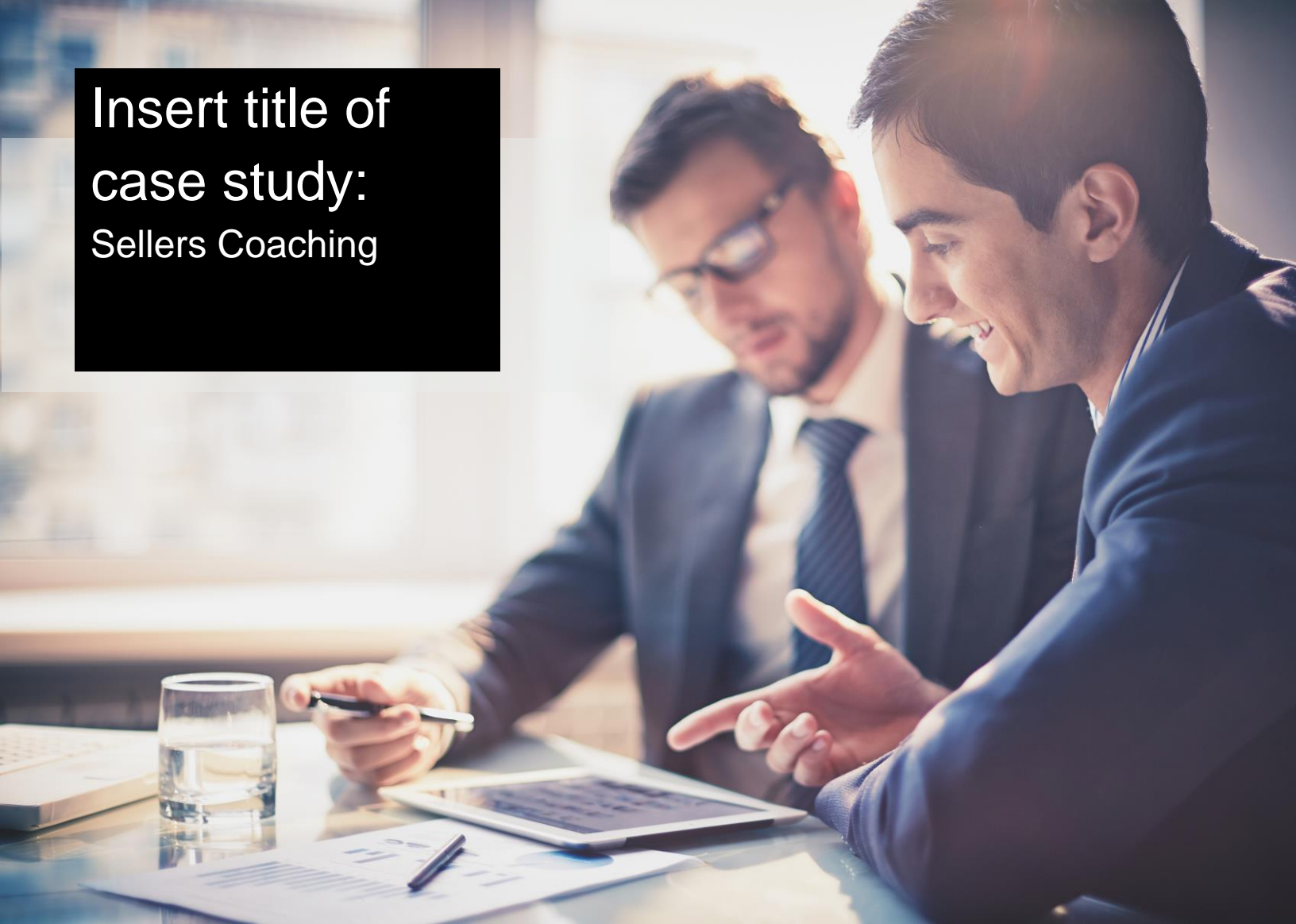


Insert title of case study: Sellers Coaching



Getting Fit for Work

Organisation:

SME.8

“Most sellers could and should be selling more, but something is holding them back”

SME.8, Owner

Summary

Use coaching to help the sellers achieve top performance

on a steady level, in order to improve company turnover and earnings in a sustainable way and for the benefit of the whole team.

Challenges

Small retail businesses are very competitive and sellers often show skills gaps and difficulties in achieving the goals. Moreover, they spend most of the time on their own and don't receive the necessary support to sustainably improve their performance



The F4BG Assessment

SME's F4BG assessment highlighted the need to improve in one main area: Coaching. The F4BG assessment highlighted a second area as well for improvement: Employee Engagement

The Solution

An internal coach regularly meets with our sellers to help them create goal and action plans, build winning strategies, hone skills, and stay on task and on target.

Results and Future Plans

With a coach by their side, it is expected that sellers won't just meet their goals, they'll consistently exceed them.

"A challenge is sellers to imbed the coaching tools and disciplines into their daily routine"

SME 8, Owner

Fit4BusinessGrowth is a project funded by the Erasmus+ programme.

The project aims to help small and medium enterprises to improve performance and productivity using High Performance Work Practices, Wellness Practices and Business Growth Coaching.

Sellers Coaching



Source: <http://www.sellerscoaching.com>

For further information visit:

www.fit4businessgrowth.eu

Disclaimer: This project has been funded with support from the European Commission. This document reflects the views only of the author and the Commission cannot be held responsible for any use which might be made of the information contained herein.



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