**Your Sales Coach**

Explore the value of sales coaching and motivate your team to higher performance in this light, interactive icebreaker for sales teams.

| Type | Icebreaker |
| --- | --- |
| Purpose | Interpersonal team building |
| Topics | Teambuilding, communication, motivation, fun |
| Audience | Salespeople |

## **About this activity**

There are numerous benefits of having a sales coach such as:

* Accountability: A coach can hold salespeople accountable for their actions and progress toward their goals.
* Feedback: A coach can provide constructive feedback on salespeople's performance, helping them identify areas for improvement and develop new skills.
* Support: A coach can provide emotional support and encouragement to salespeople, helping them stay focused and motivated even during challenging times.
* Expertise: A coach can provide salespeople with expert knowledge and advice on sales techniques, industry trends, and best practices.
* Networking: A coach can introduce salespeople to new contacts and potential clients, helping them expand their professional network and build new business relationships.

Your Sales Coach focuses on building support and increasing motivation for your sales team by learning from the wisdom of others. Participants will identify individuals who inspire them and select one of their sales mentors to provide helpful “advice” that they will share with the sales team. Along the way, the team will build a library of motivation to lean on during times of difficulty or discouragement.

Your Sales Coach is perfect for in-person, hybrid, or remote participants looking to improve team relationships and build sales momentum.

#### Important details

| Best for groups of | 2-25, up to any number of total participants |
| --- | --- |
| Preparation time | 5 minutes |
| Duration | 45 minutes |
| Required materials | * Flip chart * Markers * Pen/paper * Timer * Meeting platform and slide template, if virtual |
| Required location | * Indoors or outdoors * Access to the Internet, if virtual |
| Noise level | Medium |

## **How it works**

#### Instructions

Before conducting the activity (5 minutes):

The facilitator will review the instructions and decide how to divide participants into smaller sharing groups (if more than 25 participants) and assign breakout rooms for virtual participants.

The facilitator will use a flip chart or hang sheets on the walls and write the question “How can I stay motivated to increase sales this quarter?” The facilitator should cover the question until the second part of the exercise.

For virtual and hybrid teams, the facilitator should share the slide template with this question for the second part of the exercise.

Conducting the activity:

Introduction (10 minutes):

The facilitator will discuss the importance of having a coach using the bullet points in the activity summary. The facilitator should ask for a show of hands as to how many participants use a sales coach.

The facilitator should introduce the idea that the concept of a sales coach, whether formal or informal, is available to everyone. Next, the instructor should ask participants to take 2-3 minutes and make a list of people who motivate and inspire them.

Once this is complete, the facilitator should instruct participants to select a person from their list and choose a favorite saying or quotation by this person that will help them answer the question, “How can I stay motivated to increase sales this quarter?” The facilitator should at this point uncover the question for in-person participants or display the slide with the question for virtual teams. The facilitator may also share a few examples of sales advice quotations.

Brainstorming Sales Advice (10 minutes):

During this time, participants will work from memory or use their smartphones to generate their sales advice and write it down. Once participants are finished, they should write their words of advice and the quotation source on the flip chart under the question. Virtual participants should post their advice in the meeting room chat and the facilitator should paste their words of advice unto the slide template.

Wrap-Up (10-25 minutes, depending on number of participants/groups):

If more than 25 participants, the facilitator breaks the group into smaller circles for discussion. The facilitator encourages each participant to introduce themselves and to share their quotation and what advice it provides.

When finished with group sharing, and as time permits, the facilitator can invite participants to comment about how this activity might help to improve motivation and mindset in their day-to-day selling.

#### Rules

The person selected as the “sales coach” can be living or dead, real or fictional.

#### Example

* "It's not what we do once in a while that shapes our lives, but what we do consistently." - Tony Robbins
* "People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily." - Zig Ziglar
* "The word 'no' is just a word, not a sentence. It's a conversation starter, not an ender." - Sarah Blakely

## **Materials**

#### For facilitator

Flip chart

Markers

Timer

Meeting platform and slide template, if virtual

#### For attendee

Pen/paper

Smartphone