



Sales Manager: Coaching and Performance Management Program Agenda

Day One

Session: 8:00 a.m. – 5:00 p.m.

I. First Thoughts

- Program Objectives and Overview
- Defining Core Skills

II. Coaching vs. Managing

- Definitions and Examples
- What to Coach – Establishing Priorities
- What to Manage – Establishing Metrics

III. The Manager as Coach

- Coaching Methods and Technique
- Levels of Understanding and Application
- Coaching Implications of Age and Tenure

IV. Developing a Plan

- Establishing Guidelines
- The Sequoia Coaching Guide
- More Tools and Templates

V. Close Day One

- Takeaways

Day Two

Session: 8:00 a.m. – 3:00 p.m.

I. Second Thoughts

- Core Skills Revisited
- Day Two Objectives

II. Performance Measures

- Establishing Performance Measures
- Ranking your Direct Reports

III. Managing Multiple Priorities

- Responsibility Profile – Setting Priorities
- Best Practices for Managing your Time

IV. Communication Best Practices

- One-on-One and Conference Calls
- Sales Meetings
- Reporting

V. Close Day Two

- Priorities
- Takeaways
- Next Steps