

# SMA WORKSHOP:

## Optimizing *Sales Management's* Coaching Impact

March 10, 2011

8:00 AM—5:00 PM

Emory University

Goizueta Business School

Sales coaching is a hot topic, and its quickly gaining recognition as a productive area of focus for sales management. Yet for many firms, coaching programs create more smoke than fire. Recent Sales Management Association research on sales organizations' coaching practices indicate sales coaching is poorly implemented, inconsistently practiced, and inadequately measured in most firms. This research also shows that great advantages accrue to those organizations that get sales coaching right.

Join us at Emory University's Goizueta Business School in Atlanta, Georgia, for this SMA workshop focused on fundamental aspects common to successful sales coaching programs, and emphasizing practical techniques for driving sales coaching effectiveness within the sales organization.

### *Areas of Focus*

- Establishing coaching objectives for the sales organization
- Defining coaching activities that matter
- Developing world class coaches
- Measuring coaching quality
- Creating the coaching-accountable management team

### *Program Benefits*

- Learn best practice approaches for implementing and managing sales coaching programs
- Establish and integrate coaching competencies into your sales management profile
- Review methods for measuring coaching quality
- Implement accountability for coaching
- Review effective coaching aides and management tools that facilitate impactful coaching interactions
- Develop a work plan for implementing and/or optimizing a comprehensive sales coaching initiative

### *Who Should Attend?*

- Sales leaders at all levels responsible for sales management development and coaching quality
- Sales operations or support professionals focused on implementing and optimizing sales coaching programs
- Organizational development and training professionals focused on sales leadership development within their firms

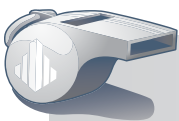
## REGISTER OR LEARN MORE

+1 404 963-7992 | [www.salesmanagement.org/events](http://www.salesmanagement.org/events) | [support@salesmanagement.org](mailto:support@salesmanagement.org)

Workshop enrollment is initially offered to SMA members, AND IS PRICED TO SELL OUT QUICKLY!

Seats are open for non-member registration on a space-available basis after member enrollment.

CLASS SIZE is LIMITED.



### *FACULTY and PRESENTERS*

Joseph Amlin, Global Sales Training Manager, *Schlumberger*

York Baur, EVP & CMO, *The TAS Group*

Brad Kaegi, Director Sales Force Effectiveness & Training, *Merial*

Bob Kelly, Chairman, Sales Management Association

Wendy Reed, EVP *The TAS Group*; Founder, *Infometris*

Bob Sanders, *AXIOM Sales Force Development*

Don Tyler, *Cloud9 Analytics*

### *FEES & REGISTRATION*

- Sales Management Association members save \$250 on conference admission
- Non-member admission: US\$825 (includes annual membership)



THE  
SALES  
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[SalesManagement.org](http://SalesManagement.org)

