



Example of Sales Coach Job Description

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Our innovative and growing company is searching for experienced candidates for the position of sales coach. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for sales coach

- Acts as an expert role model and master coach
 - Identify gaps, best practices, and opportunities at the region, market, branch, sales role/person level, and recommends priorities, sequence, and action plans
 - Directs and motivates representatives who engage current customers, educate them on existing solutions and communicate the value of solutions in order to generate additional business
 - Generates revenue through inbound or outbound telesales teams managing small to mid-size Realtor, agent accounts
 - Improves metrics on sales and closing ratios and optimize sales cycle management
 - Execute against a data driven telesales plan to enhance the relationship and generate sale
 - Work closely with Marketing to develop and share strategies to , establish, lead programs
 - Keep Senior Management apprised through verbal and documented reports on sales volume, competitive activity, growth and expansion progress
 - Coach VP's, Commercial on the right balance of activities among clients, prospects, and centers of influences
 - Embed and sustain initiatives in the context of the Commercial Financial Services Sales Experience
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- Provide hands-on one-on-one coaching to leaders in Imperial Service, Small Business and Core to close skill gaps and enhance the ability of line leaders to influence behaviors and drive business results
- Leverage strong leadership skills to understand current business issues and opportunities to develop strategic insights and recommendations for regional and district leadership teams on how to enhance sales and client performance
- Provide thorough analysis, interpretation and opinion to support and guide senior management and client groups in the understanding and acceptance of performance issues and recommendations to improve productivity
- Advise and provide District leadership team on analysis to identify areas for subsequent remedial coaching engagements if required
- Act as a key Ambassador for the Sales Practice Leadership team to build a high performing culture that balances strong sales management discipline and produces strong financial and client experience results
- Improve RDCS financial results by increasing the coaching capability of frontline leaders (BCL/MFA/MCE/AMCE) to improve the level of productivity and impact to the client experience