

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. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for sales coach

- Act as a point of integration for markets and national office groups, gathering feedback and formalizing a listening post environment for VP's and national office to enable the sharing of best practices and emerging trends
- Identify and share best practices to avoid region/market duplication of effort/local customization
- The Sales Excellence Coach will work with representatives in their territory to identify strengths and development needs within their selling capabilities, including scientific knowledge, customer engagement and business acumen
- The SEC will participate in customer interactions to enhance representatives selling capability
- Coaches will only work within a single business unit/region to leverage product and market
- The SEC will understand the aligned customer segment in order to coach "how" to move the customer
- Along the product adoption curve
- The SEC will be trained on our clients coaching model and sales expertise
- The SEC will serve as authorities in role playing and model effective coaching skills
- Partner with sales leadership to identify and establish innovative and ongoing coaching methods to develop the team with a primary focus on working with sales representatives to optimize our eCommerce partners online marketplace property listings while improving sales skills such as objection handling, initiating a sales call, closing, qualifying, discovery, establishing

Qualifications for sales coach

- Possess patience, are influential and a great communicator
- You are able to traveling across the region for store visits
- Two to five years customer service supervisory experience
- Familiarity with company products through outdoor related experience is beneficial
- Minimum Bachelor degree/ Scientific background preferred
- Additional Qualifications related to Learning Development Certificate in Training Practice (CTP), Trainer Application English