

Manager Coaching Cheat Sheet | Empathetic Selling

Don't let your team be pegged as over-aggressive or un-empathetic sellers. Use this cheat sheet to identify sales behaviors to celebrate or coach + use.

WHAT SUCCESS LOOKS LIKE

1

A successful empathetic seller will:

- Never pitch in the first call or email or social message (check these)
- Ask a contact how they are doing personally and professionally
- Ask follow up questions to "how are you?"
- Share their personal story of coping or adjusting
- Spend more of the call listening than talking
- Be able to answer at least 10 of the "Covid-19" before selling
- Share stories of other customers' situations
- Schedule a next time to talk before hanging up
- Fully document information in the CRM for call 2

WHAT TO COACH

2

If we hear / see this, use the questions below to get a conversation started.

- "Rote empathy" phrases like "I trust you are doing well" and then selling
- Mentioning their offering in initial outreach (written, verbal, voicemail)
- Asking "How are you" and pitching within 30 seconds
- Not asking follow up questions about the contact and company
- Not sharing their own story
- Not sharing other contacts' stories
- Talking more than listening
- Using the same messaging as before COVID
- Selling from a place of fear vs. desire to add value

COACHING QUESTIONS TO GET THEM THINKING

3

Use these to help reps identify their growth areas and coach themselves. Remember to ASK, not TELL, even if we know the answers.

- How have you changed your pitch since COVID started?
- How have you changed your initial emails / SM messages?
- What are you hearing from your customers / prospects about WFH?
- What are the top 3 challenges you're hearing most often?
- How do your clients/prospects envision their future work situation?
- (Try a COVID-19 question at an aggregate-level)
- Who do you think is doing more talking on your calls?
- What would that customer grade you on your empathy skills? And you?

Every sales skill in The Sales Bar includes a guide like this. Learn more:

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