

VIRTUAL MEETING, TRAINING & COACHING

When behavior change is critical, use the 123 Punch:

Meeting

Presentation of new information, strategy

WHO, WHAT, WHY focused.
Company line. Leader led.

One way + Q&A.

Training

Developing new behaviors & skills. (2-3X meeting time).

HOW and WHERE focused.
Hand's on practice. & sharing.

Learner led / facilitated.

(Call) Coaching

Custom feedback on skill application to improve skills & confidence.

WHEN and HOW focused.

A call is present. 1:1 to 3:1.
2-way. Question-based.

Increase Interaction in Your Own Virtual Meetings

- 1 Ask for video (you want to see!)
- 2 Have teams close email and chat
- 3 Encourage team upfront to chat, raise hand, share screens and come off mute.
- 4 Set expectations for participation (I want everyone to share at least once)
- 5 PAUSE for answers (count to ten) before going on
- 6 Call people by name or, "I'll wait until someone is brave enough to come off mute"
- 7 Warm up participation by starting with chat, then annotations, then voice
- 8 "What questions do you have" vs. "Any questions"

Get More Out of Team Virtual Training

- 1 Train together with the entire floor or team – make a master schedule so everyone is focused on a skill together
- 2 Add team interaction to company or external events (a webinar alone is a meeting, NOT a training)
- 3 Pre call: set post-training expectations and goals
- 4 Post call: Discuss, take actions, give examples, add application and reality
- 5 Application: role play, individual messaging, script starters
- 6 Reality: customer scenarios and examples. Create realistic role plays to use custom messaging based on training
- 7 Add post-training challenges or contests like best script, best recorded call, most customer callbacks
- 8 Keep call coaching focused on the new skill for a month

Need Rep Skills or Call Coaching Training For Your Team?

Call (480)-630-5318 or email info@factor8.com

CALL COACHING CHEAT SHEET

Virtual Coaching Tips

- 1 Schedule it – drive by's won't work now!
- 2 Get strategic – WHY and WHAT are you coaching? Goal?
- 3 Define good in a scorecard / keyword tracker
- 4 Use systems to quickly surface good / bad calls
- 5 Combine synchronous and asynchronous (recording)

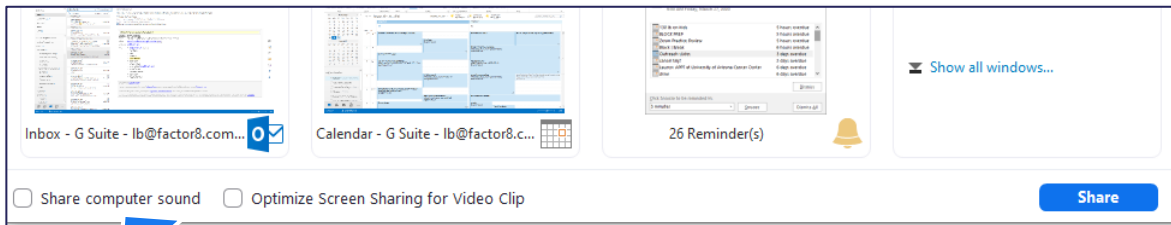
I have recordings:

- 1 Download calls first for better playback (rep)
- 2 Zoom video works best
- 3 Pick calls & focused sections BEFORE coaching session (rep)

I don't have recordings:

- 1 Schedule joint calls (stay on mute) + post-call coaching
- 2 Role play (2:1 for triad coaching)

Zoom Call Sharing



Why Leaders are Doing 2x Training

- 1 **More Time.** Use downtime to sharpen the saw!
- 2 **New Skills.** Pandemic selling requires - more empathy, rapport, engagement, questioning, bridging, & more!
- 3 **Quantity Down = Quality UP.** Fewer deals top of funnel means a higher percent must come to bottom.
- 4 **I'm in Control.** With so much out of control, leaders help their teams focus on something that is in theirs.
- 5 **Teaching Customers.** Help face-to-face customers to love virtual sales too. It's never going 100% back. . .
- 6 **Competitive Edge.** Greenlight? Beat the competition by coming out stronger (Get halfway there now with #2).

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