



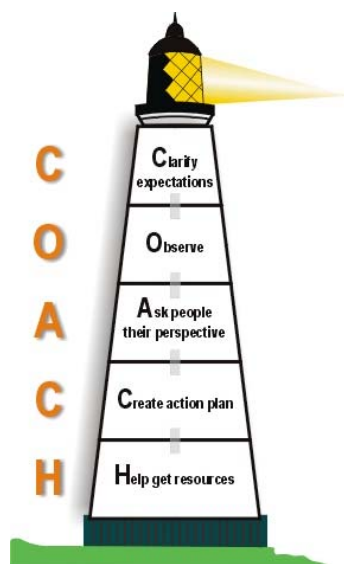
PERFORMANCE • FULFILLMENT • RESULTS

LIGHTHOUSE COACHING

Managers who can coach their sales representatives create an environment that encourages them to reach their full potential. Managers who can coach to the details of new sales tools and approaches optimize their total impact. Wilson Learning applies state-of-the-art webcast technology to help managers learn to coach effectively, to properly motivate salespeople, to convey the right expectations, and to get the best results. Supporting other sales effectiveness solutions from Wilson Learning, *Lighthouse Coaching* (LHC) will help the manager/coach reinforce what was learned and ensure that it is implemented effectively.

LHC will help the busy manager move from the “error-correction” management style to the “goal-attainment” coaching style. Using the Lighthouse Coaching model, LHC enables the manager to express exactly what is expected of each salesperson to engage them in their own development and improve sales results.

Lighthouse Coaching Process



LHC sets a collaborative practical approach to development, with clear mutual expectations on goals, support, and accountability.

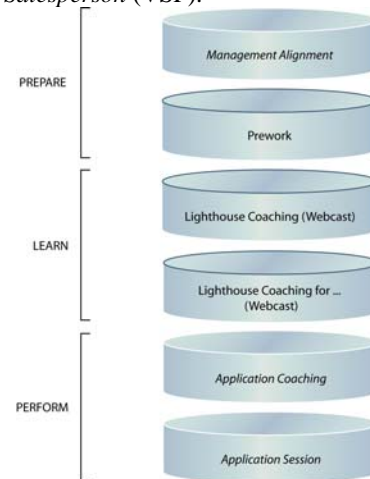
VALUE PROPOSITION

LHC gives managers the power to effectively coach and support the programs that their sales force just learned, to improve the results and help ensure lasting change.

Implemented as a flexible and integrated Human Performance Improvement (HPI) solution, LHC enables managers to efficiently learn how to coach their salesforce, without leaving the field -thus reducing travel and improving acceptance.

APPROACH

In a series of two 2-hour webcasts, managers first learn to coach, and then learn to coach the skills and approach of the Wilson Learning program such as *Counselor Salesperson* (CSP), *Negotiating To Yes* (NTY) or *Versatile Salesperson* (VSP).



LHC is taught in a series of two 2-hour webcasts. This enables the sales manager to:

- Learn without leaving the field
- Apply the coaching tools from CSP, VSP or NTY to real situations with representatives.

LHC has 5 integrated learning modules:

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>The Coach Will...</i>
<p><i>Clarify Expectations</i></p> <p>How to use the MORE model to create good expectation statements to clarify expectations</p>	Be able to describe measurable outcomes, observable steps, relevant behavior expected and provide examples to clarify expectations.
<p><i>Observe</i></p> <p>How to identify and communicate observations of behavior relative to the performance expectations</p>	Be able to communicate expectations clearly by explaining expected behavior related to the task assigned.
<p><i>Ask People Their Perspective</i></p> <p>How to ask for an employee's perspective on assigned by using the three critical skills: Responsive Listening, Intentional Listening and Listening for PINGs.</p>	Be able to effectively engage the employee in the task by asking their perspective.
<p><i>Create Action Plan</i></p> <p>How to develop a plan that is <i>with</i> employees, not <i>to</i> them by including their opinions and asking how the coach can help improve for the future.</p>	Be able to use the COACH model to create the action plan with the employee
<p><i>Help Get Resources</i></p> <p>How to acknowledge the need for support and what type is required and take action.</p>	Be able to use the Lighthouse Coaching Radar to find the exact area where support is most needed.

ENABLING IMPROVED PERFORMANCE

Through the use of a Performance and Results Indicator Tracking form, each manager will be able to properly identify coachable moments so each opportunity for improvement and challenge, within their salesforce, is seized. LHC also uses a Tip & Tools Worksheet in an electronic format during the webcast to keep track of tips from the program and tools that one's own organization has to help the coaching process adapt and become more effective.

The CSP/VSP/NTY modules provide managers with a tool kit to help the representatives optimize the impact of those programs.

MEASUREMENT

Managers will see, and can track, the impact of their coaching using the tools above and in routine communications and meetings with their salespeople. As an option, Wilson Learning can support measurement of coaching effectiveness and those they coach.

EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that LHC brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move the desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales processes.