

## STAR Sales Coaching Assessment™

### Did You Know...

- Coaching is the #1 activity that drives sales rep performance
- Sales coaching efforts can improve team performance by as much as 19%
- Managers' biggest skill deficiency is coaching

The STAR Sales Coaching Assessment™ helps you answer the question:

### How effective do our sales managers coach?

### What Does It Measure?

- Six dimensions of effective coaching:
  1. Coaching Time
  2. Sales rep receptiveness/engagement
  3. Manager/Rep relationship
  4. Supporting Sales Activities
  5. Coaching style
  6. Performance coaching



### Benefits:

- Highlights personal strengths and areas of development
- Provides constructive feedback from the people who receive the coaching
- Identifies strengths and developmental opportunities
- Determines the sales manager coaching effectiveness by district, region, division and overall organization
- Benchmarks coaching effectiveness
- Simple to use 25 question on line survey
- Takes less than 15 minutes

### Want To Find Out More?

Contact Steven Rosen at the Star Results.

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## Coaching Effectiveness Report

**Manager: Joe Manager**

Dimension	Coaching Effectiveness Snapshot			
<b>Time Spent</b>	Insufficient Time Spent	Could Benefit from More time Spent	Understands the Impact of Coaching	
	[Red Box]			
<b>Sales Rep Attitude</b>	Actively Disengaged	Disengaged	Engaged	
		[Yellow Box]		
<b>Quality of Manager</b>	Needs More Training	Seems OK	Strong	
	[Red Box]			
<b>Sales Activities</b>	Needs Coaching in this area	OK	Highly Effective	
		[Yellow Box]		
<b>Coaching Style</b>	Not Flexible	Fair	Highly Effective	
	[Red Box]			
<b>Performance Management</b>	Difficulty Managing Performance	OK	Highly Effective	
		[Yellow Box]		
<b>Impact on Sales Results</b>	Performance May Suffer	Avg. Performance	Performance Coach	
		[Yellow Box]		