

Coaching for Action and Accountability

Program Overview

Imagine your sales team is highly motivated, focused on the right activities, and executing at the highest level day in and day out. What would they achieve? What would your business be able to accomplish?

In Coaching for Action and Accountability, sales leaders and managers learn a proven process to help sales teams build effective action plans, become highly focused, and execute at the highest level.

Whether as a part of Execution Assurance to change seller behavior and improve specific sales skills, or to improve the productivity of your team, Coaching for Action and Accountability is essential to your success.

Learning Objectives

In Coaching for Action and Accountability, sales leaders and managers learn to:

- Focus sellers' time with the simplest, most effective time management system
- Maximize seller motivation and energy
- Help sellers ignore distractions, focus, and get in the extreme productivity zone
- Implement an accountability system to maximize execution
- Craft and implement My Coaching Plan and a structured coaching rhythm for helping teams achieve

By achieving these objectives, sales managers and leaders also learn how to do the same *for themselves*.

Program Approach

Coaching for Action and Accountability can be delivered in two key situations:

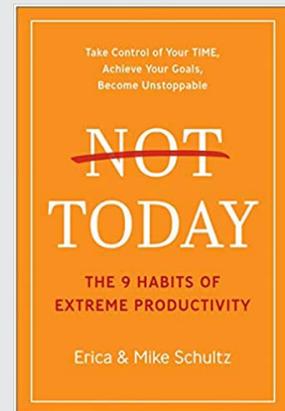
- **Improve sales productivity:** Sales coaches learn to drive their own motivation, productivity, and focus and then apply the same strategies with their teams.
- **Improve sales skills:** Leaders and managers learn to change the behaviors and habits of their sellers around a specific sales training initiative.

The approach to this program includes:

- **Extreme Productivity Assessment:** A self- and multi-rater tool that measures 36 productivity behaviors and how they affect performance. Pinpoint the best areas for driving increased productivity and results.
- **Learn for Self, Apply to Team:** Sales coaches and managers learn to apply the strategies and hacks in the program for themselves. As they gain success, they then apply the same strategies with their teams.
- **VILT, ILT, or Blended Delivery:** Deliver this program in a series of virtual instructor-led (VILT) deliveries with application coaching between sessions, or as a one-day, instructor-led training (ILT) program with pre- and post-program knowledge transfer preceding 90-Day Coaching for Action and Accountability.

Maximize Seller Productivity—and Your Own

Coaching for Action and Accountability has its roots in RAIN Group's core coaching processes combined with the 9 Habits of Productivity, which inspired the book [Not Today](#).



Coaching for Action and Accountability Tools

My Coaching Plan: A complete plan to drive action and accountability with sales teams.

Extreme Productivity Assessment: Pinpoint the best areas for maximizing productivity and performance.

Extreme Productivity Planner: Drive the actions sellers need to take monthly, weekly, and daily to achieve their goals.

- **90-Day Coaching for Action and Accountability:** After the capstone VILT session, we lead this proprietary coach-the-coach process to ensure coaches drive action and accountability with their teams.
- **Application Assignments:** Application assignments are clearly defined activities that learners are expected to complete following their participation in each VILT session. The assignments are specific to the content covered in the session and drive immediate application of the learning into sellers' daily sales activities.
- **Between-session Application Coaching:** Application Coaching sessions occur in a pre-determined rhythm between participation in VILT sessions. These small group coaching sessions are focused on ensuring the application assignments have been completed at a high level.
- **Tracking and Measurement:** As a part of Execution Assurance, we measure results through pre- and post-training assessments, and through specific business measures developed in our partnership with you (e.g., pipeline growth, win rates, account growth, overall sales growth).

Top 10 Benefits of Coaching for Action and Accountability

1. Quarterly and weekly productivity action plans for execution
2. Strategies for becoming exceptionally proactive
3. Accountability partner in place
4. TIME recovery and focus plan
5. Greatest Impact Activities (GIAs) for driving results
6. Get in the zone and 10X productivity
7. Maximize energy
8. Become impossible to distract
9. Recovery strategies for when unproductive habits re-emerge
10. My Coaching Plan to drive action and accountability with teams

About Execution Assurance

The missing link in most training initiatives is execution—applying new skills and changing seller behavior on the job. Often, training fails to stick because most sellers are set in their ways and revert to old habits over time.

Our proprietary 90-day Execution Assurance process is a transformational experience proven to change seller behavior and habits and significantly increase sales productivity and results. Coaching for Action and Accountability is a core part of Execution Assurance to help sales managers support sellers in changing their habits, becoming more productive, and adopting new sales skills.

Execution Assurance is a critical element to any skills training initiative. When sellers have the right skills, the most productive habits, and are held accountable for executing against their plan, peak sales performance is achieved.

Results You Can Measure

You'll work with our team to identify key business metrics and goals throughout your initiative, and assess success against those measures over time.

Through this process, you'll see behavior change, develop top performers, and increase motivation and productivity.

Our client results speak for themselves:

- Large B2B telecommunications company generated **\$100,000,000 in incremental pipeline** in 30 days.
- Global accounting firm achieved **16X ROI** just 19 weeks after kickoff (measured in accretive revenue).
- Mid-sized IT systems integrator ran RAIN Sales Prospecting and Execution Assurance. Went from booking 2.5 to nearly **8 meetings per seller per week** in just 8 weeks.

About RAIN Group

RAIN Group helps companies unleash the sales potential of their teams. We've helped hundreds of thousands of salespeople, managers, and professionals in more than 75 countries increase their sales significantly with our sales training and sales performance improvement.

Global Locations

Boston	Mexico City
Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto

Module Overview and Learning Objectives

Coaching for Action and Accountability can be delivered virtually (VILT) or in person (ILT). Sales managers and leaders are introduced to the tools needed to make lasting changes in their habits, become more accountable to their commitments, and coach their teams to do the same. Topics and learning objectives include:

Inspiring Maximum Motivation

- Learn a proven framework for goal setting and action planning that increases motivation
- Apply 3 catalysts to ignite proactivity
- Understand habits, identify ones to change, and implement a plan to change them

Take Control of Your TIME

- Apply the simplest, most effective time-management system
- Learn how and when to say no
- Learn the 3 most powerful strategies to become impossible to distract

Execute in the Zone

- Learn how to get in the zone and 10X productivity with TIME Sprinting
- Maximize your energy so you can keep focused day in and day out
- Learn strategies for getting back on track when you lose focus

Coaching My Team for Action and Accountability

- Plan goals and actions for your teams to achieve phenomenal success
- Implement a 90-day challenge to inspire your teams to achieve their potential
- Track and communicate successes individually and as a team

After modules are delivered, coaches and their teams participate in a transition session from training to coaching. This marks the start of our 90-day Coach the Coach process to ensure coaches drive action and accountability with their teams.

"[RAIN Group's Execution Assurance process] isn't something that's sales specific, but it's important to sales success. It was the best sales training we've ever had. You can see the team implementing it. You can see the behavior changes. By hosting virtual coaching sessions, we continued our discussions, made sure the changes and improvements everyone made were put into practice, and kept all of us accountable. The training was very out of the box. An extra bonus is that this training doesn't just impact work lives, but also personal lives."

Nicole Louderback, Director of Commercial Sales, SAGE Publishing