



### Situation

Everyone should have a mentor to whom they can turn to for advice. Ideally this person is not part of the company team that you work for as they need to be impartial and objective. The facility offered by the “shadowing” course is to work alongside the sales professional in the field in a “real-world” sales situation.

### Outcomes

- ❖ Reinforce & support the deployment of coachee behaviours as agreed with the BKC customer & coachee for them to achieve measurable superior business performance
- ❖ Ensure the coachee is “self-sufficient” & can “self-coach” through process-awareness & -management

### Who Will Benefit

Anyone who is in the field interacting with potential and existing customers.

### Format

The GROW and KOLB Accelerated Adult Learning Models underpin BKC Field Coaching Reinforcement.

The prime measure is the percentage by which the agreed & stated objective of the coachee was achieved. For example, if, at the outset, the coachee has the objective to qualify a business opportunity by given criteria, the question at the end will be: by what %-age was this outcome achieved? This positions the articulation of the outcome as being fundamental & so a good deal of focus is applied to this aspect

### Content

The engagement is confidential unless permission is granted by the coachee and comprises 3 parts:

- ❖ Pre-Briefing: The coach works with the coachee to ensure concise & clearly articulated outcomes that the coachee will own & that may be based upon the outputs from a prior De-Briefing
- ❖ Execution: The meeting itself takes place & the role of the coach is that of a non-participant observer. (NB: as a general rule, the coach will be introduced as helping the client customer & that it would be helpful if the coach could “sit-in” on a meeting: usually, this is alright)
- ❖ De-Briefing: The coach will lead a review of the meeting on the basis of: what worked well & what could be done differently next time. The key question is whether or not &, if so by how much, the outcome articulated in the Pre-Briefing has been met. Key learnings will be identified & recorded by the coachee & these may be fed into the outcomes to be achieved during the next coaching session(s)

### Pre-Requisites

Each participant will be furnished with a pre-engagement focus questionnaire two weeks in advance that will require them to consider and then answer a number of questions relating to their field challenges.

### On-Going Support

As a separate module, a post-engagement programme is available for participants.

### Action

Contact John Busby now on + 44 7968 066 165 or email at [jb@bkc.net](mailto:jb@bkc.net) to arrange an initial conversation.

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