RevenueCoach

7 Ways Automation Improves Sales Coaching

Empower your team to close deals quicker →

#1

Automation increases win rates and quota attainment

Companies that incorporate technology into their dynamic sales coaching programs see win rates increase by 28 percent and quota attainment by 10 percent.

Which isn't surprising given technology-powered dynamic sales coaching allows every buyer interaction to be coached based on the state of the deal. Everything from coaching guidance and inspiration, to microlearning and sales assets.

Automated sales coaching combines a formal and strategic approach (powered by automation) with the constant learning and refinement offered by AI. The benefits can be applied to the whole team, empowering sales managers to better coach their reps who will improve and ultimately sell more.

Companies that lead in revenue generation commit to 79 percent more coaching than their competitors (McKinsey). Automation makes sales coaching accessible to everyone, which helps sellers close deals quicker and grow revenue faster.

#2

A better coaching culture improves team performance

Sales reps can only continuously improve when there is a strong and consistent coaching culture - according to Gartner's 2021 'State of Sales Manager Coaching'.

Automation adds consistency to coaching and makes it accessible for reps 24x7. They receive real-time guidance and motivation across all their deals. Microlearning, sales assets and market insights should all be tailored to every seller's next-best-action.

Having an always-on coaching assistant reduces the burden on managers. Freeing up time enables team leaders to focus on maximising the effectiveness of their face-to-face coaching sessions with reps. Insights gleaned from seller behaviours should feed into the coaching offered to managers, empowering them to better coach to their team.

The most successful revenue-generating organisations ensure that top managers are top coaches. Sales leaders must play a central role in establishing and maintaining a strong coaching culture - including championing technology.
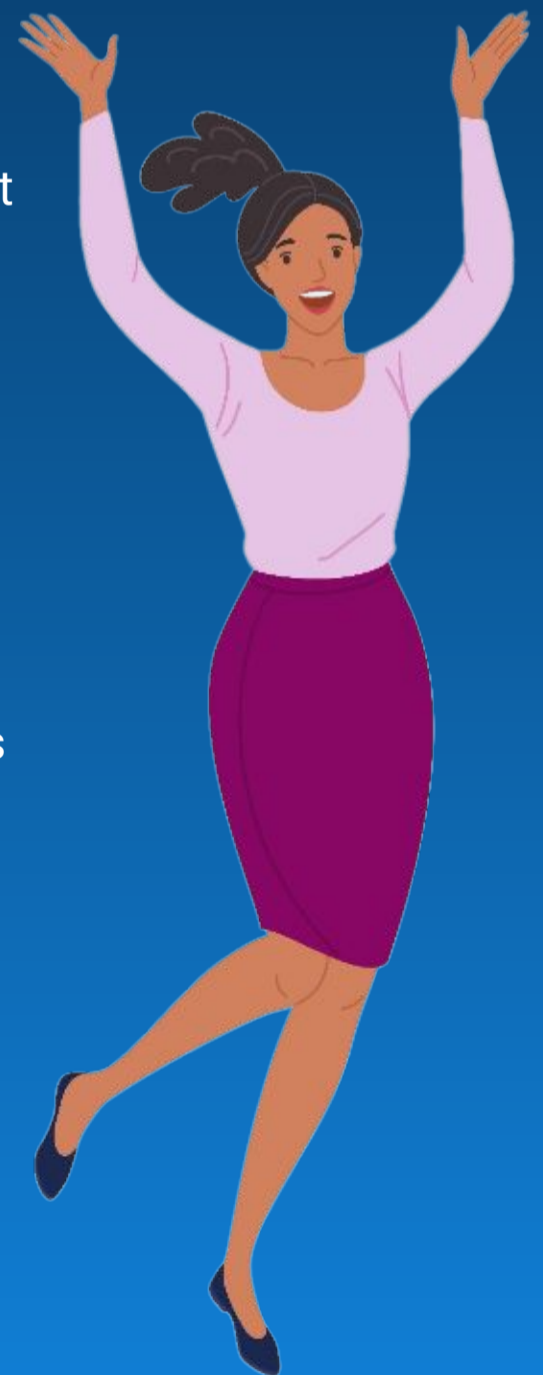
#3

A structured, digital approach empowers virtual selling

Even before the pandemic, B2B sales coaching was remarkably opaque and unstructured. CSO Insights' 2019 Sales Enablement report found that 63 percent of organisations had "random or informal coaching approaches".

Working remotely has "negatively affected" personal development, and face-to-face coaching is even harder to coordinate now. Despite companies spending millions on adapting to this new hybrid environment, most sales reps are unsure what they should be doing differently to be effective. 93 percent of sellers report "significant challenges" moving to all-digital, and using both synchronous and asynchronous communications.

"The three root causes for sales managers' struggles with coaching on virtual selling include an inconsistent coaching culture, inexperience with virtual selling and coaching skills, and a lack of investment in coaching technology." says Doug Bushée, senior director, analyst, in the Gartner Sales practice.

The key for sales leaders is to prioritise the coaching of sales reps on virtual selling competencies, while not losing focus on core sales skills.

#4

Tailored microlearning boosts knowledge at the right moments

Traditional methods of training aren't compatible with new working practices - two thirds of workers expect learning and development to happen outside the classroom.

Microlearning is a powerful alternative that aids the retention of new information. This practice delivers bitesize units of knowledge - each with a single learning objective - that can be consumed in a short amount of time. When smaller slices of information are repeated and used by reps, they're more likely to be remembered.

Automated sales coaching can deliver tailored microlearning content at the exact moment when it's needed most - and can be applied - by the seller. Rapid application is crucial for real learning to occur because if new information isn't used, we forget 75 percent of it after just six days.

Companies that lead in revenue generation are 57 percent more likely to tailor their learning programs to individual sellers, improving skills and strengthening weaknesses. Sales leaders will need to take advantage of the scalability provided by technology to deliver continuous, personalised education to all sellers.
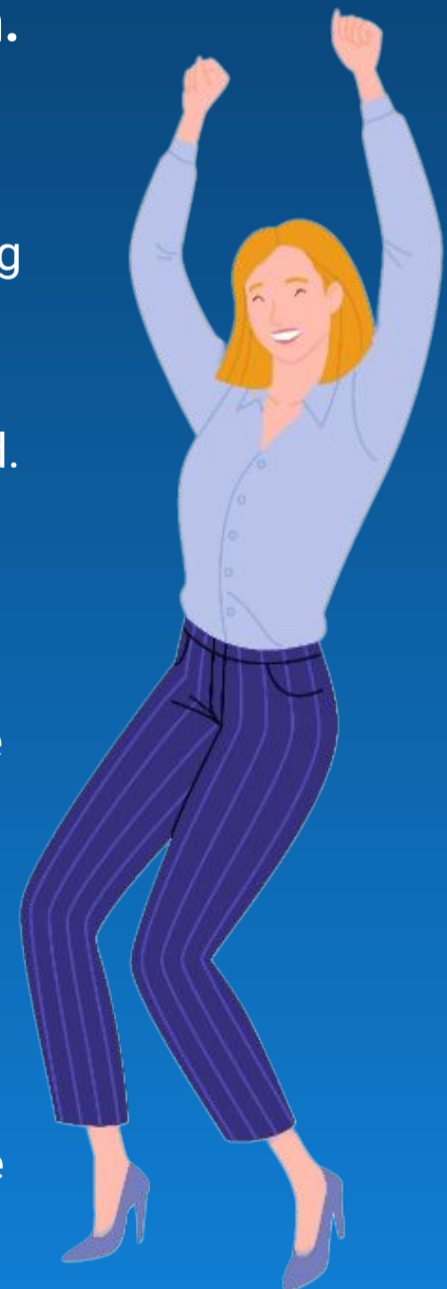
#5

Data-driven companies are more innovative and successful

Organisations with the strongest cultural orientation to data-driven insights and decision-making, are twice as likely to have significantly exceeded business goals.

This 2019 finding by Deloitte clarifies what many successful companies already know: those who commit to data-driven decisions are racing ahead, while those fuelled by intuition or one-off experiences are falling behind.

Automating your sales coaching generates data on the interactions and learning content that are most successful at helping the team close deals quicker. In turn, this data can unlock actionable insights into the areas reps need more development. Sharing this intelligence empowers sales managers to better tailor face-to-face sessions and improve individual seller performance.

To excel, sales leaders must ensure their tech stack includes the ability to harvest coaching data and generate insights that empower every members of the sales team to fulfil their potential.
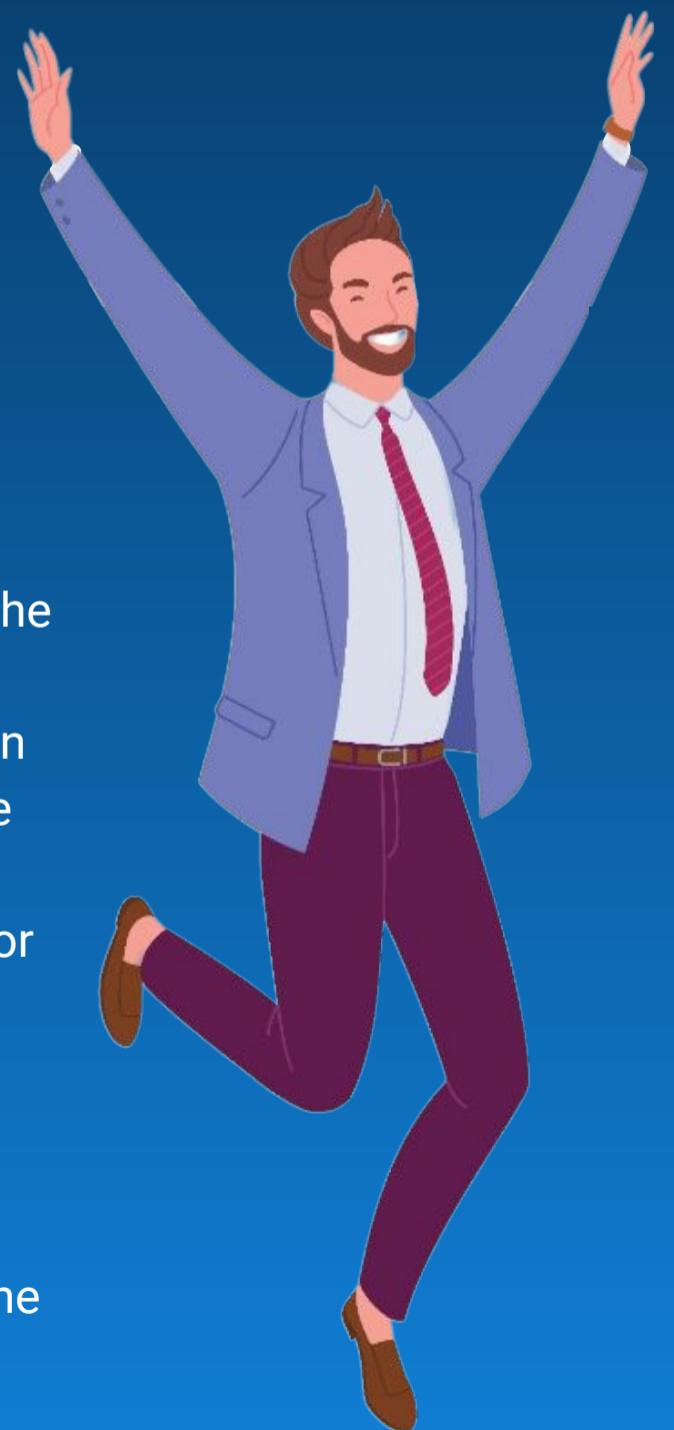
#6

Automation and AI increase efficiency and performance

Automation and AI are two of the top five tech trends that will shape the coming decade - according to both McKinsey and the World Economic Forum.

These technologies improve individual performance and team effectiveness by preparing reps quicker - with the right knowledge and resources - for every customer interaction.

Machine learning tools automatically detect bottlenecks and generate insights on the behaviours associated with higher closing rates. AI applies the learnings from individual reps to improve performance for the whole team, easing the burden on managers.

"Coaching technologies should both decrease the effort to make coaching happen and maximize the impact of manager-seller coaching interactions." says Doug Bushée, senior director in the Gartner Sales practice.

Only 39 percent of reps say their managers effectively use technology to coach. Ambitious sales leaders must harness this capability if they are to remain competitive.

#7

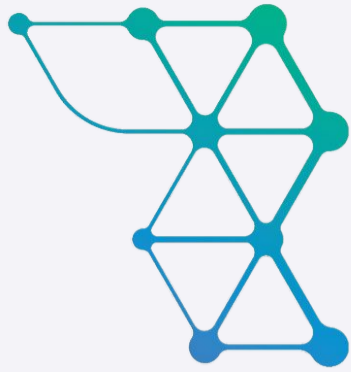# Smoother onboarding and greater employee engagement

Hybrid onboarding is leaving new sales hires unengaged and not "getting it" quickly enough. Managers don't have the resources to provide the virtual one-on-one support needed to help them figure out how to apply training to actual work scenarios.

In the new hybrid world, using traditional learning methods to educate new starters leaves them with little practical application of new skills. As a result, new hires are activated before they're ready, increasing customer and employee frustration.

Almost half of learning leaders reported a decline in training effectiveness in 2020 and companies have prioritised better employee engagement and outcomes in 2021.

Research indicates employees enjoy self-paced and remote training, and recognize the impact on their performance. Automating sales coaching can relieve the burden on sales managers by delivering practical and immediately applicable training, that empowers more new starters to be job-ready salespeople.