

# 7 Reasons to Hire a Sales Coach - And 1 Not To

Many athletes hire their own personal coaches to fix their weaknesses and build their skills, in addition to the coaches and trainers provided by their team. Working with a sales coach is hard work, and an investment in time and money that can pay off financially and professionally. The question is: why wouldn't you hire a sales coach?



## 7 Reasons to Hire an External Sales Coach

- ☐ A sales coach can **make you work harder** than you would on your own. No matter how high your internal motivation, having an expert watching and analyzing your performance will push you to work harder.
- ☐ A sales coach **isn't afraid to challenge you**. You may be your company's top sales performer: but that doesn't mean you can't perform higher. A sales coach is there for one purpose: to improve your performance. Your boss may be afraid to challenge you for fear of losing you: a sales coach's only incentive is for you to perform better.
- ☐ A sales coach can introduce you to **new sales tools and strategies**. An internal sales trainer knows your company inside and out. An external sales coach works with many sales people in many companies, and often many industries. A sales coach will have diverse experiences and knowledge that can broaden your skill set and make the difference.
- ☐ A sales coach designs a **custom training** program to address your performance goals and weaknesses. A sales coach's career depends on their ability to deliver results and get solid referrals and recommendations. To achieve that, every client is a priority and they can't risk providing a standard, one-size-fits-all coaching program.
- ☐ A sales coach will **hold you accountable** to your goals and for your actions. A coach will have time and access to your performance on a daily basis, not a quarterly basis. A trust relationship with a sales coach means the sales person has someone to go to before a sale tanks, not after.
- ☐ A sales coach will help you **reduce stress and increase your happiness**. One of the frustrations of a career in sales is it can be lonely - its just you and the prospect. But success or failure - making or breaking the sale - is public, in a company especially everyone know the results of your sales efforts. A good sales coach is also a mentor, who instills you with confidence and encouragement as well as feedback and skill development.
- ☐ A sales coach wants to help you **make more money**. A sales coach's career success is based on their clients' success. Sales coaches are hired to improve the bottom line. A good relationship between a salesperson and their sales coach is

mutually beneficial: they both are vested in it succeeding. Not every person can be a great sales person, and not every sales coach is the right sales coach for every salesperson.

## 1 Reason Not to Hire an External Sales Coach

- ☐ **Are you satisfied with where you're at?** Answer these 5 questions: Are you making as much money as you need and want? Are you achieving your personal and business goals? Are you satisfied with your career? Have you found a balance between work and home life? Do you feel in control of your goals and results?

**Experience the difference! Anthony Caliendo isn't going to tell you what you want to hear, he's going to tell you the TRUTH! Learn a NEW and INNOVATIVE approach to sales success and a philosophy that demands and allows you to redefine yourself providing guidance for self-improvement, not only as salespeople, but also as individuals! Learn More -->**  
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