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Asynchronous Sales Coaching: Eliminating the Scheduling Hassles of Coaching & Account Review Sessions

Occulus announces the industry's first Asynchronous Sales Coaching capability designed to assist sales managers provide timely and meaningful coaching advice to the members of their sales team.

Research has shown and continues to show that sales managers can impact short term sales results (current quarter and next) by working closely with their sales teams.

“Your company’s sales managers were successful sales reps; they know your business and products, they know your customers, they know the competitive landscape, they also know how your customers buy things and most importantly, they know what a successful sale looks like”, stated Mel Harding of Occulus. He further pointed out that “No-one in your organization is better positioned to help the sales rep when they have a problem with a deal, whether it’s a competitive threat, date slippage or a stalled deal. Your sales managers have seen and experienced it all.”

And yet the same research shows that most sales managers don’t coach their sales reps to the extent they need to or would like to.

Three obstacles have been identified that inhibit the sales manager’s ability to coach their sales reps;

1. **Who to coach:** The answer seems obvious; the sales manager should coach the sales rep who’s in trouble with a deal. The problem is, typically, the sales manager often has no way of knowing when a sales rep is in trouble with a deal until it’s too late to do anything about it.
2. **What to coach:** Barry Trailer of CSOInsights said it best when he said: “Without real measures and metrics, sales managers are like a track coach who only has final results available. About all the coach can do in this case is implore the team members to “RUN FASTER, TRY HARDER. Hardly insightful stuff”. The sales manager needs to know what aspects of the sale to provide coaching advice and guidance.
3. **When to coach:** Time is one of the biggest problems for sales managers and sales reps. The sales force works in a real-time world. If a prospect calls and needs something right away, the sales rep will drop what they’re doing and respond. If the VP calls or a different sales rep has a crisis with a deal, the sales manager will likewise react. For the sales manager, it is very difficult to schedule 30 to 60-minute coaching sessions, which is typically what is required, for all the sales reps that need help with their deals. If a 3rd person needs to be involved, it’s almost impossible.

The Occulus Asynchronous Sales Coaching feature solves these 3 challenges and allows the sales manager to bring to bear their experience and knowledge to assist the sales reps with the help they need, when they need it.

Occulus eliminates the three challenges;

1. **Who to coach:** Even the most perfunctory glance at the Occulus pipeline list will identify the deals that are in trouble; they are highlighted in red.
2. **What to coach:** The Occulus SWOT Analysis Chart is a graphical representation of each sales opportunity’s strengths and weaknesses, a quick look at the chart shows exactly where the sales rep needs help with the opportunity; green is good, red is a problem.



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3. **When to coach:** The entire deal analysis is available on-line; the sales manager can review the deal when and where they have time, independent of the sales rep. They can review analysis and sales strategy and can comment and provide advice and guidance directly to the sales rep on a deal by deal basis. Simple email messaging informs them that their sales manager has provided coaching advice.

The Occulus Asynchronous Sales Coaching capability brings the knowledge and experience of the sales manager to the sales rep when and where they need it, significantly improving short term results.

The accuracy, speed and efficiency of Occulus promotes and fosters a positive working approach which brings bottom line results not only to the sales organization but powerfully impacts all the financial and planning functions as well.

For additional information on Occulus Asynchronous Sales Coaching, please contact us at: Info@Occulusinc.com