

# Improve the coaching skills of **your** frontline sales and customer service leaders



**Prosell**

When performance matters



## Improve the coaching skills of your frontline leaders

There is little doubt that good coaching skills can help your frontline leaders to develop their teams and improve long-term performance. Over the past 20 years, our Procoach® programme has delivered some impressive results:

**36%**

**growth** in average order value

**47%**

**increase** in customer retention

**11%**

**improvement** in Net Promoter Score

**50% - 200%**

**uplift** in sales revenue

**39%**

**reduction** in employee attrition

Find out how Prosell can develop a customised programme to improve the coaching skills of your frontline leaders:



## What makes our Procoach<sup>®</sup> programme different?

We recognise that it takes time to change behaviour and embed effective coaching skills in your frontline leaders. Our programme does not end after the skill development workshop – we use follow-up sessions to observe participants coaching their team and provide individual feedback on their skill application.

This process ensures that your leaders implement the skills and become confident as performance coaches and the business benefits from improved performance.

### Three Day Skill Development Workshop

3 weeks  
later

**One-to-One follow  
up and feedback**

3 weeks  
later

**One-to-One follow  
up and feedback**

3 weeks  
later

**One-to-One  
Qualification**

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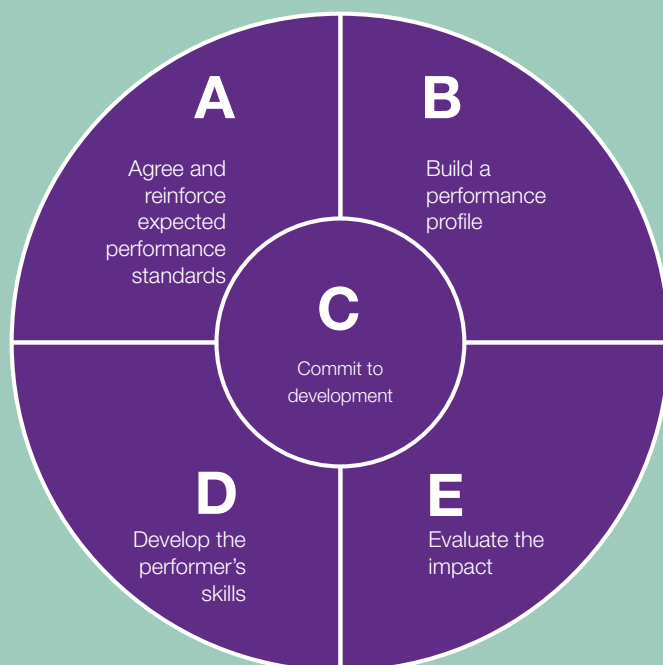


## How does Procoach® work?

Each programme is tailored to the needs of the specific customer. We first work with you to identify what “great” looks like.

Then, we support participants to use our A to E Procoach® model.

- **Agree** goals and clarify expectations in terms of skills, attitude and activity
- **Build** an accurate profile of the performance potential of each coachee, as well as the gaps and their causes
- **Commit** the coachee to a development plan which addresses both their ability and motivation
- **Develop** the ability and motivation of their team members
- **Evaluate** the impact of the development on the coachee, team and business performance



Find out how Prosell can develop a customised programme to improve the coaching skills of your frontline leaders:





## Supported by mobile learning Apps

Our Procoach® programme is supported by our Web App, customised to your business to provide an on-going training solution. Help your teams embed knowledge with bite-sized modules that help learning become a daily habit.

Our Procoach® App can:

- Encourages learning to become a daily habit
- Connects the learner with their manager and trainer
- Provides a central repository for learning content
- Enables virtual coaching, to allow on-going support
- Consists of bite-sized modules that can be completed on the go
- Instils best practice throughout the organisation

*“The App extends the participant experience into daily coaching activities and check-ins to support them through the behavioural change required to be qualified as a Procoach®”*

Guy Sellwood, Prosell Learning Ltd

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*“ As a result of implementing Procoach<sup>®</sup>, O2 has seen a 53% improvement in their managers coaching effectiveness. This was evidenced by measurable behaviour changes during the programme.”*

Dimensions Support Bureau Manager, O2

## Why is Procoach<sup>®</sup> so effective?

- **Produces enhanced results**  
Measurable growth in revenues, margins, employee retention and service level have all been recorded
- **Orientated to your needs**  
Coachees learn not just “how” to coach, but also “what” to coach their teams on
- **Developed in the workplace**  
Manager receives feedback as they coach their team to gain competence and confidence in the organisational needs
- **Tangible criteria for qualification**  
Participants must meet standards set in 45 criteria to qualify as a Procoach. Annual requalification ensures coaching standards are maintained
- **Flexible**  
Our framework works within your existing performance management system
- **Legacy of enhanced performance**  
Our focus on changing behaviour brings about lasting differences in coaching effectiveness. This provides a legacy of elevated results and improved employee engagement

Find out how Prosell can develop a customised programme to improve the coaching skills of your frontline leaders:

## Our Procoach® customers

Our Procoach® programme is based on our 30 years of training and coaching frontline teams around the world. We have helped transform the coaching capability of frontline managers in many large organisations including:

The logo for Lloyds TSB, featuring a small icon of a horse and rider to the left of the text "Lloyds TSB".The logo for DELL, featuring the word "DELL" in a stylized, blue, sans-serif font.The logo for COMCAST, featuring the NBC peacock logo above the word "COMCAST" in a bold, black, sans-serif font.The logo for BT, featuring the letters "BT" in a bold, blue, sans-serif font next to a colorful globe icon.The logo for POST OFFICE, featuring the words "POST OFFICE" in white, sans-serif font inside a red oval.The logo for RICOH, featuring the word "RICOH" in a bold, red, sans-serif font above the tagline "imagine. change." in a smaller, black, sans-serif font.The logo for O2, featuring the letters "O2" in a bold, blue, sans-serif font.The logo for ecotricity, featuring the word "ecotricity" in a bold, black, sans-serif font.The logo for LloydsPharmacy, featuring the words "LloydsPharmacy" in a green, sans-serif font.

*“ When I first learned my team was selected for Procoach I was a little sceptical. I felt that my way of supervising and communicating to my team was fine. The first day of Procoach really changed my interactions with everyone. I went home excited for the first time in years about my job.”*

Supervisor, Comcast

*“ It is so refreshing to work with a company that is as committed to sustainability and return on investment as we are. Working with Prosell has been a highly supportive and appropriately challenging partnership which has brought significant expertise to the success of this programme.”*

Head of Capability, Lloyds Pharmacy

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Prosell is an international company dedicated to improving the performance of sales and customer service teams around the world. With 30 years of experience and over 200 consultants, we can roll out customised classroom training and coaching initiatives, supported by the latest mobile learning technology, in local languages, that deliver lasting, measurable results.

# Prosell

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