



millennial sales coaching

15 Tips to Build the
Sales Capacity of Your
Next-Gen Salesperson



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Millennials crave leaders who interact in a fresh way – they don’t want a boss.

In recent surveys, 79 percent say they want a mentor or a coach, someone committed to guiding their professional and personal growth. If you learn the secret to harnessing the incredible potential that your emerging leader brings to your business, you can deal more effectively with the competitive pressures of today’s crazy sales and business environment. However, you need to strengthen your sales coaching game.

If you’re interested to learn more about what drives Millennials, you’ll find interesting stats on pages 113 – 114 of [*Millennials Matter*](#).

Business and sales leaders often ask me for my top tip to keep their millennial salespeople engaged and maximized. Unfortunately, there isn’t one magic trick to create such a win-win scenario. Here are my **15 top tips** for you to consider to get started as you’re coaching your millennial sales leader to sell with passion and purpose.

1: Stop Accepting Excuses and Blame-Games

Learn to recognize excuses and stop accepting them from your up-and-coming salesperson. Blaming product prices or the client’s lack of money is just another way a salesperson admits defeat. By eliminating blame-games, you turn the negativity into productivity. Coach him or her to turn from a “whodunit” attitude to a “what can I do to solve it” mindset. In my eBook, [*Millennial Sales Accountability*](#), you’ll find more valuable tips on building a culture of accountability in your business or organization.

2: Reply to Excuses with a Question

When your emerging sales leader makes excuses for poor performance, reply with an excuse-busting question: “If you couldn’t use that excuse, what might you do differently to get a better result?” This question empowers him or her to tap into their brilliance and come up with ways to address the issues that sabotage their performance. On pages 154 – 156 of *Millennials Matter*, you’ll find practical action steps that will increase your sales leader’s ability to be a positive catalytic problem solver and solution provider.

3: Focus on the Right Issue

Sales specific assessment tools provide insights about your salesperson’s selling mindset that might be sabotaging his or her performance. In addition, every observation you have of them interacting directly with the decision makers also gives you real-time data on their selling skills. Role-play is important. However, your salesperson can perform brilliantly in a role-play...then choke when they are in real-time interactions. You need real-time info to coach the right issue.

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4: Address their Weak Spots

Coaching your sales person to identify and recognize their sales weaknesses, is step one. Then you need to provide a coaching program that clearly documents plans and progress to resolve the issues. Work with them to develop an individualized plan after you have completed a proper assessment of developmental areas.

5: Translate your Value Proposition into Questions

If clients believe that your service or product offering uniquely addresses their business issue and can solve it now (not next year) they will be prepared to move forward. However, clients won't believe your salesperson if they tell them about all the great things your product does. Clients have to discover this on their own. That's why it's so important to coach your up-and-coming sales superstar to translate every benefit that you can provide into a powerful set of questions. Only then will you differentiate your business from your competitors and create urgency in the sale.

6: Create a Common Language

Invest in developing a selling model, a sales process, and selling milestones that is core to all communication. When everyone uses the same language to communicate, pre-call planning, call execution, and post-call debriefing will improve by leaps and bounds. Thus, the behavioral change that you are seeking will take place sooner.

7: Coach each Individual Uniquely

No two salespeople should be coached in exactly the same way. They have differing communication preferences. They are motivated differently – some need clarity on goals. Others are strong at the front end of the sales process, but crash in the middle. Taking the time to find the best strategy for the individual is an investment that will yield huge dividends in the future. For additional tips on motivating your millennial sales person, I invite you to read my eBook, [*Millennial Sales Motivation*](#).



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8: Apply the Zig Ziglar Approach

When you help others get what they want, you get what you want. You want sales, because you want revenues and margins to grow. Assist your emerging salesperson to identify what they really want and coach them to align their goals to that of the company. Going after his or her personal goals will then include going after company goals, creating a win-win situation.

9: Set Goals that Fuel Fire-in-the-Belly Drive

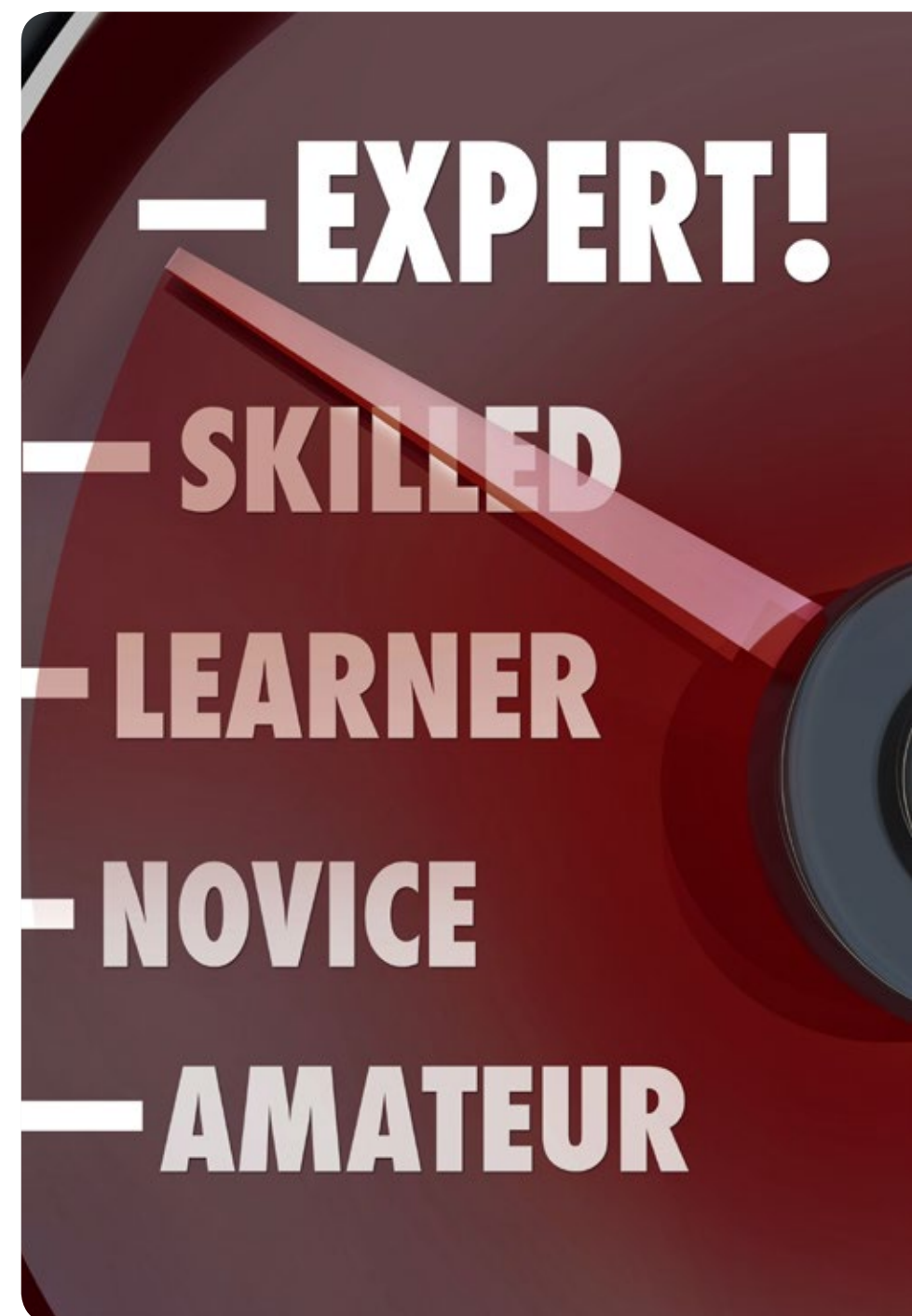
Identify the gifts, talents, and passions of your millennial salesperson. Then assist him or her to set up three- to five-year goals, five- to ten-year goals, annual goals, and 30-, 90-, and 180-day goals. Translate these goals into monthly, weekly, and daily plans. As you spend time with your salesperson, working on their goals, you will identify the obstacles in their way to success and know how to coach them. Find practical action steps on showing your millennial salesperson how to set and reach goals in [*Millennials Matter*](#), pages 92 – 95.

10: Provide Resources to Maximize Opportunities

A small percentage of sales success can be attributed to product knowledge and tactics. Real success requires your millennial salesperson to understand the psychology of the sales process – the key questions and strategies. Provide coaching resources to assist him or her to strengthen the specific sales skills they need to maximize their results.

11: Celebrate the No's

Most salespeople struggle to recover from hearing the dreaded “No.” Unfortunately, that word is inevitable in the world of sales. Assist your salesperson to deal with this by coaching him or her to celebrate the “No’s”. Also work with them to view the failed sales attempt as a practice run and one step closer to getting a “Yes”.



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12: Shift to a Growth Mind-set

Brainstorm with your emerging leader to explore how they might leverage their struggles of today to make the situations better tomorrow. Instead of allowing your Millennial to complain or pass blame, ask how they might capitalize on a seemingly overwhelming problem, so they move closer to their goal. By adjusting their mind-set, your up-and-coming salesperson can find creative solutions.

13: Coach Selling Skills, not just Technical Knowledge

Providing a prospect with too much technical wizardry early in the sales process usually backfires. The real benefits to the client may be drowned out in a fog of irrelevant information. Coach your salesperson to focus on demonstrating their knowledge via the insightfulness and relevancy of their questioning strategy. [*Millennials Matter*](#) has practical action steps on pages 184 – 198 about the power of questions.

14: Coach Salespeople to be Confident

Your salesperson may lack confidence and then tries to make up for it with knee-jerk price reductions and other accommodations to please the prospect. Coach him or her to respect themselves and to focus on providing solutions to the customer. The goal is to have a real two-way dialogue designed to uncover the customer's pain and generate a valuable solution to it. There are more tips in [*Millennials Matter*](#) on improving sales posturing and growing leadership influence on pages 59 – 60.

15: Hang up the “I” Phone

No, I’m not talking about the great invention, the iPhone. I’m talking about the “I” phone – the one with an app that makes every sentence begin with the personal pronoun, “I”. Coach your millennial salesperson to focus on talking to the prospect about them and their problems. By switching to the “U” phone, your emerging salesperson will establish themselves as a valuable business resource. .



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This generation possesses unique talents and skills that can provide the competitive advantage your business needs. By tapping into your leadership acumen and experience, you can be the mentor and coach that 79 percent of Millennials want. Your commitment to their professional and personal growth is the secret to harnessing their incredible potential.

I trust this resource will strengthen your sales coaching processes and accelerate your business growth strategies.

Also check out our other eBooks:

[*Millennial Sales Motivation*](#)

[*Millennial Sales Accountability*](#)

[*Millennial Sales Compensation*](#)

[*Millennial Sales Hiring*](#)



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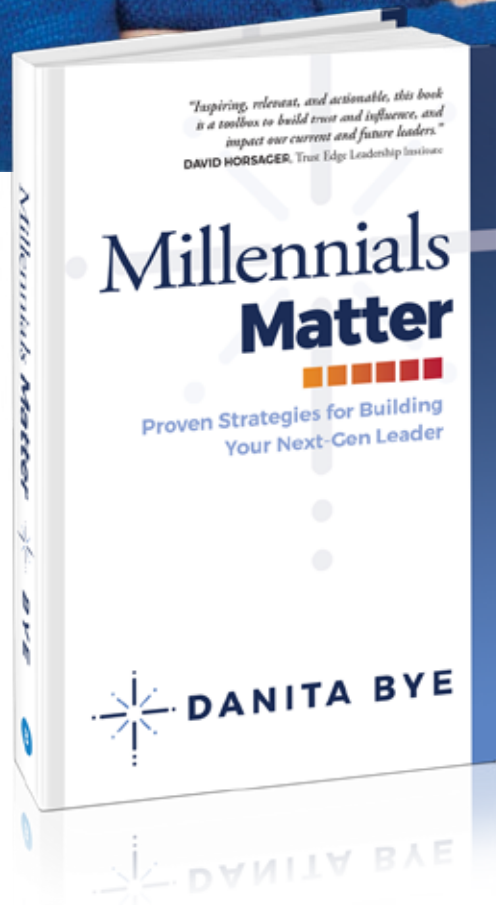


DANITA BYE, M.A. is a leadership and sales development expert serving on the Forbes Coaches Council. Valuable experiences, ranging from a sales leader at Xerox Corporation to private equity ownership, provided leadership coaching, mentoring and leadership insight for all ages.

Danita is the founder of Sales Growth Specialists and has served on the boards of private Christian universities. She is a mother of three millennials and is passionate about inspiring business leaders who see investing in their millennial leaders as a key business growth and succession strategy, integral to their leadership legacy.

With a practical, rubber-meets-the road style that focuses on values and character-based success, Danita helps experienced leaders gain an understanding of the importance of their role in shaping young leaders. Her vision is leaders of character with the skills and tools to coach millennials, our future leaders. She believes that leaders build leaders.

Danita writes a leadership blog at DanitaBye.com, which provides tips, tools, and talk tracks for those who mentor emerging leaders. She holds a master's degree in transformational leadership and a bachelor's degree in pre-med. Danita and her husband Gordon have been married for over thirty years and live in North Dakota.



“My goal is to energize and equip visionary business leaders of character who are committed to building their Next Gen leaders as a key sales growth or succession strategy. In so doing, they maximize their business, mobilize their leaders and realize their leadership legacy.” - **Danita Bye**



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