

CASTAIN TRAINING SYSTEMS

Coaching Program

Whether you're new to sales or have been at it a while . . . an experienced sales coach can help you get to the next level!

I work with everyone from sales reps to sales leadership as well as business owners in a variety of areas including:

- Marrying traditional selling methods with the newer tools such as leveraging LinkedIn, Facebook and Twitter to build a powerful personal brand.
- How to get "Top of Mind" and differentiate in a world that moves at the speed of light!
- How to balance sales activities to create a sustainable revenue stream while "competitor proofing" their business

I understand The "One size doesn't fit all" thing!

We are all unique individuals and as such have our own unique style! That's why I'll always coach you in a way that fits who YOU are as a person!

But it doesn't stop there!

"One size doesn't fit all" also applies to your prospects and customers too; so to that end we'll learn multiple ways of engaging your market!



<http://yoursalesplaybook.com>

paul@yoursalesplaybook.com (631) 455-2455

Structure:

Our coaching sessions take place via phone.

In addition to 9-5 scheduling options, I offer sessions before and after hours as well as some weekend sessions to meet your scheduling needs!

A typical session runs anywhere from 30-45 minutes.

We begin with a review of any changes, challenges or opportunities since our last session.

Since accountability is a huge part of this program, we'll also review any action items we agreed upon in the last session.

Once we complete that portion, I'll deliver a fully customized "sales lesson" that I've prepared especially for you.

We end our session by getting the "action verbs" flowing and agree on some clearly defined action items.

Between sessions:

I ask for updates and continue to offer feedback.

I send reinforcement emails to help you own the lesson!

I'm always available and never nickel and dime my clients telling them to wait until the next session!



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What Makes My Coaching Program Different?

For starters, **you get me and I've been actively selling for 28 years . . .**

Not writing about selling . . .

Or just training and coaching others on selling . . .

I've been **Actively Selling** for 28 years which means you not only get the benefit of someone who's been "in the trenches" . . . he's still right in there with you!

Throughout my 28 years as a sales professional, I've coached hundreds of sales reps and more than 4,000 have attended my sales training courses.

Also, there are some coaches who believe that a coach should only ask you questions and offer no guidance . . . I believe one needs both to maximize their personal development!

No contracts or paying in full for the entire program in advance.

If for any reason you feel things aren't working out, I just ask that you let me know at least 48 hours in advance for scheduling purposes.



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How Do We Begin The Process?

For any relationship to work there needs to be a level of comfort and trust and that begins by taking some time to get to know each other!

Let's start with a free session where we will review your goals, what you'd like to get out of a coaching relationship, your challenges and opportunities as well as share more about our backgrounds, sales philosophies etc.

Oh, and when I say "Free Coaching Session" that isn't code for "Opportunity to Give You A Sales Pitch". It will be an actual session, no pressure . . . no strings attached.

So whether you've read enough at this point to schedule your free session, or you'd like to chat more about the possibility of working together you can . . .

Call me (631) 455-2455

Email Me: paul@yoursalesplaybook.com



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