



# DEVELOPING COACHES



In complex sales, it's often really difficult to identify, from the outside-in, who is involved in the decision-making process, and understand the internal politics of an organisation.

The culture, language and structure of a company can be baffling if you are not the current supplier. But it's critical to understand them to be successful...



...and avoid focusing your time on the wrong people...



To help you figure all this out, you need a

## Coach.

But why would someone in the customer organisation be willing to coach you?

## Basically, it's about trust.

The more they trust you, the more information they are willing to share with you.



## How do you build that trust?

Well, think about what it takes to earn your trust. If someone invested a lot of effort to understand your needs, for example. Would you trust them more if the information they provided was always relevant and tailored to your needs? What if they showed a sincere interest in you and helped you improve your standing with the boss? Would that increase your trust level?



So it's not rocket science... developing coaches isn't a mystery. Or dependent only on long-term relationships. It does require some work, but the benefits of developing coaches are well worth the investment.