

A CASE STUDY BY COEFFEX

HOW EFFECTIVE COACHING LED TO AN EIGHT-FIGURE INCREASE IN ANNUAL SALES

USING THE COACHING EFFECT
PROCESS



THE GOAL

A publicly-traded company wanted to equip their front-line managers to hit lofty salesgoal that had never been achieved within their company before.

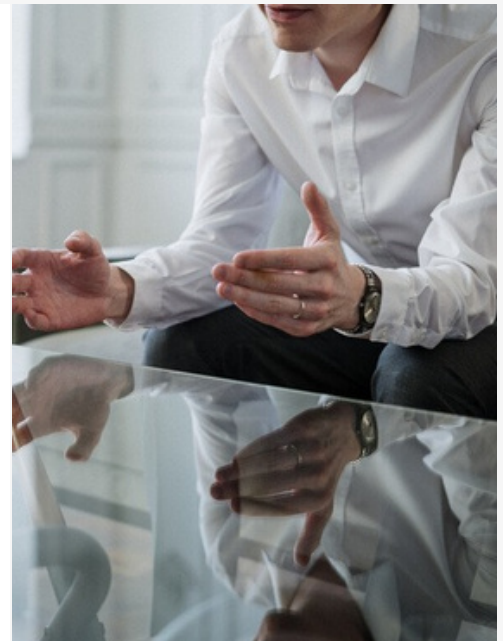
THE CHALLENGE

This company's front-line managers had strong industry knowledge and selling skills. They had already spent a significant budget on training their salespeople, but the leadership team knew that if they wanted to achieve their largest goal ever, they would need to try something different. With CoEffex's help, they identified their main obstacle: the managers hadn't been trained how to coach their teams, meaning the company's talented sales force didn't have the support they needed to hit their lofty revenue targets.

If the company was going to reach its growth goal, the managers needed to learn how to push their team members to perform at levels they never reached before. So the leadership team partnered with CoEffex with the goal of turning their managers into high-performance coaches.

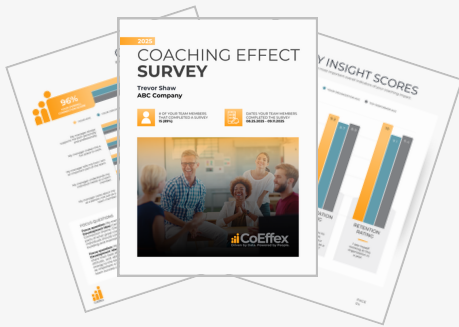
FROM THE GLOBAL SENIOR VICE PRESIDENT

“By partnering with CoEffex, we finally had real data on how well our front-line managers were coaching their teams. CoEffex taught our leaders practical and compelling ways to extract the highest performance from their salespeople.”



THE SOLUTION

TURNING MANAGERS INTO HIGH-PERFORMANCE COACHES
USING THE COACHING EFFECT 3-STEP PROCESS



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STEP 1 - MEASURE

The first step was to assess the managers' current knowledge and skills with the **Coaching Effect Survey**.

Each manager received their own survey report, showing them the specific areas where they were already coaching their team effectively and where they needed to improve.

The overall company results also showed the leadership team the common areas where all their managers needed to further develop.

STEP 2 - EDUCATE

The next step was to build the managers' foundational coaching knowledge through CoEffex's **Coaching Effect Academy**.

During the academy, managers learned how to execute the coaching activities that our research proves essential to elevating performance.

They also practiced each coaching activity through small group work and role plays so they would know exactly how to apply their new skills in real coaching interactions with their teams.

STEP 3 - DEVELOP

The final step was to ensure the continued development of the managers' coaching knowledge and skills through online workshops.

To create new habits, a one-time educational event is never enough, so CoEffex's online education gave the managers constant learning opportunities to fully ingrain their new knowledge.

Over time, the managers were able to address their individual coaching deficiencies and create new, better coaching habits.

THE RESULTS

COACHING QUALITY INCREASE

+26%

Just eight months after starting their partnership with CoEffex, the managers' overall coaching quality was rated 26% higher by their salespeople on the Coaching Effect Survey. The managers had nearly doubled how often they were giving coaching feedback to their team members and that feedback was rated 20% more effective than before.

\$ INCREASE PER COACHING QUALITY POINT

\$520K

After a year into the CoEffex partnership, over half of the managers had significantly improved their coaching quality according to the survey of their team members. And their improvements translated into real results.

OVERALL INCREASE IN SALES

\$56M

On average, for each point the managers increased their coaching quality score, there was a corresponding \$520,000 increase in annual sales generated by their teams. Ultimately, the teams that were led by these managers generated \$56 million more in sales than the previous year.

DRIVEN BY DATA. POWERED BY PEOPLE.

RESEARCH. EXECUTION. OUTCOMES.



NOTHING HAS MORE IMPACT ON YOUR BOTTOM LINE THAN YOUR LEADERS.

THE VALUE OF COACHING LEADERS

#1 In a survey of over 13,000 leaders, the number one most requested learning opportunity was instructor led-training.

(DDI, 2023 Leadership Forecast)

5:7 5:7 leaders want training to help them strengthen their leadership skills.

(DDI, 2023 Leadership Forecast)

88% When leaders learn how to be effective in their skills and behaviors, they can increase their team's productivity by 88%.

(CoEffex)

\$4.3M The top 20% of highly effective coaches we study bring in \$4.3M more in revenue than the bottom 80%.

(CoEffex)

ABOUT CoEffex

At CoEffex, we're all about results. With over 300,000 coaching interactions in the workplace, our data-driven approach is proven to help your leaders achieve higher team performance, retention, and engagement.

Our experienced coaches and trainers are passionate about helping individuals and teams reach their full potential, and we're dedicated to providing the resources and support you need to succeed.

Whether you're looking to build stronger leadership skills, enhance team performance, or develop a high-performing organization, we have the expertise and proven techniques to help you achieve your goals.

DOWNLOAD

SEE A FULL SAMPLE
COACHING REPORT

