

Effective Sales Coaching Techniques

FOR MULTIGENERATIONAL TEAMS

When more than one generation is represented on a sales team, it's important to find the middle ground for continued education and sales coaching, while still keeping generational preferences in mind.

1



Understand Communication Preferences

To keep everyone on the same page, leaders should discuss preferred communication methods. Older generations prefer phone calls or in-person discussions while younger generations may be more comfortable using web-based applications. Discuss these preferences with your team members to avoid miscommunication and promote a collaborative team environment.

2



Adopt a Blended Learning Approach

By incorporating different learning styles, you can promote an inclusive culture that recognizes the value each generation – and individual – brings to the table. Consider educating your entire team using various **engaging learning formats** such as:

- In-person meetings
- Recorded meetings
- On-demand videos and podcasts
- Guest motivational speakers
- Mobile apps
- Interactive learning

3



Apply an Individualized Management Style

Individualized management means a tailored approach to managing your team. You can base your techniques on a team member's personality, learning preferences and passions. For example, one sales team member may prefer praise in private while another wants you to shout it to the world. Since no two people are the same, it's important that their relationship with the leader is personalized so that they feel valued and encouraged to perform their very best.

4



Respect Boundaries

An open environment can help all generations feel comfortable enough to discuss their thoughts and feelings without fearing judgment. However, boundaries should be respected so that no one feels marginalized or looked down upon. Knowing each team member's comfort level as far as conversation topics can help reduce anxiety in the workplace.

5



Optimize Performance

Different generations will have slightly different motivations for doing what they do. For example, millennials can be very family oriented, while baby boomers may be focused on leaving a legacy. When you learn about the strengths and weaknesses of each generation, you can help your individual salespeople grow by guiding them to be their best selves with a personalized approach. To be successful, this personalized approach **should be engaging** and delivered in a way that best suits their preferred learning style.