



## **PARTNER<sup>4</sup>SUCCESS**

**Coaching ROI:**

**An Executive Summary**

Invest your time & money for the largest  
returns --

Discover how to measure the impact of Sales  
and Leadership Coaching for your organization

Studies show that sales and leadership coaching is a vital component to business growth. By fostering employee engagement through sales, management or executive development you can reduce turnover and significantly increase productivity -- saving money and increasing your sales. However, coaching is only valuable if you can measure the results . . . But how?



## Measuring the ROI of Sales & Leadership Coaching

You can **monetize the business and sales impact of coaching**. Your coach can help you identify your measures including:

- Increase in Sales
- Increase in Revenue
- Improved Productivity
- Employee Retention

## Success factors to consider in evaluating ROI

- Does your coaching program link to your operational goals and issues?
  - What exactly is the issue you are addressing and is it significant?
  - Can it be corrected?
  - What selling or management behaviors will change as a result of coaching?
- Does the program tie to your overall strategic objectives?
- Can you generate executive or employee interest and a “coaching culture”?
- What is the cost of the program versus the cost of doing nothing?
- What is the time investment?
- How many employees will participate and for how long?

***Coaching focuses on the attitudes & behaviors that need to start, stop, increase or decrease for achieving business results. Sample topics:***

**Leadership Development:** Team engagement, Emotional intelligence, Performance coaching, Driving results, Communication, Time management, Navigating change, Managing up

**Individual & Team Sales Development:** Based on the Challenger™ & Solution Selling™ sales methods -- from C-level prospecting to close, Pipeline development, Opportunity assessment and plans, Effective communication, Onboarding plans , Team selling, Technical competence, Emotional Intelligence

**Contact us for more about measuring coaching impact:  
Tel: 707-526-6911 or [ann@coach4leaders.com](mailto:ann@coach4leaders.com)**

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## How do you measure coaching results at the end of the program?

Your coach can document the results of your program in monetary or qualitative terms depending on the **unique, situational objectives** you have co-created. She will assess and measure results against the stated objectives to determine the positive impact coaching has had on *your* organization.



Ann Marie Heidingsfelder, MBA, ACC is a Leadership Development and Performance Specialist. Her customized programs are targeted to specifically address the unique needs of companies and enhance their sales and management behaviors and competencies. What sets Ann-Marie apart is more than 20 years of Fortune 500 experience in sales and senior leadership in high tech and financial services. There are few challenges in major account management, solution selling or the psychology of leadership that Ann-Marie hasn't seen before, can't relate to or advise on. This makes her highly relatable; a seasoned professional who applies a genuine passion to help executives succeed – whether they are new, front line managers or veteran C-Level professionals. Ann-Marie holds a psychology degree from Boston College, an MBA, is a certified coach and a member of the Northern California HR Association, Sales Management Association, International Coach Federation and Women In Technology Inc.

She publishes the weekly Leadership PowerMinute and an advice column that appears online at *Examiner.com*. Her sales articles have also appeared in *YFS Magazine*, *SalesPro Magazine* and the *Northern California HR Association Magazine*.

Contact her for a complimentary phone consultation to discuss your company's sales and leadership challenges, ROI and how coaching can help your organization achieve business results more quickly:  
707-526-6911

**Contact us for more about measuring coaching impact:**  
Tel: 707-526-6911 or [ann@coach4leaders.com](mailto:ann@coach4leaders.com)

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