

The Don Hutson Report

Global Expert on Sales & Negotiations

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Are You Enabling Superior Performance, Coach?

(Part 2 of a 6-part series on Managing and Leading Others)



Most of us coach at one time or another. Maybe it's as a sales team leader, general manager, parent, or youth sports coach. What is coaching about anyway? This writer defines it as "Assisting your people in developing the correct attitudes and skills that enable superior performance".

In terms of attitude, you may have heard the term: Mindset precedes skillsets. Anyone who lacks the right attitude is trying to build on a weak foundation. Another thing critically important about attitude is the impact one's attitude has on other team members. A positive attitude is contagious, but so is a negative one!

At any given time, every team member is either a *resource* or a *burden* to the rest of the team. As a coach, your first job is to keep *all* team members on the *resource* side of the continuum. Team members that inhabit the *burden* side will slow down the rest of the team. It's not possible for a team to run smoothly if a monkey wrench is thrown into the mix!

Then we have the all-important topic of skill-building. No one can perform beyond their skill set or their knowledge base. A winning coach is focused on training and preparation

as well as coaching. All three of these factors must be present for top performance to be realized. Your job is to implant within *all* of your team's members the skills and attitudes that will take each of them – *and the team* - to legendary levels of achievement.

Here are six tips for superior performance coaching:

1. **Monitor performance levels** and specific skill sets so that you can address the current issues in a timely and efficient manner;
2. **Use one-on-one coaching** sessions to teach skill improvement; it may be as simple as changing the wording in dealing with a customer complaint;
3. **Keep in mind** that training and the perfecting of reflex actions are not customarily achieved with a one-time effort; the code is; "Practice, drill and rehearse!"
4. **Role-playing** is an effective method of coaching your team members for improvement; if they finally perfect a skill in front of their team members, they will more than likely handle it well in front of customers;
5. **Raise their sights** for functioning at higher levels. Something like; "Megan you are doing pretty well, but with all the potential you possess, you haven't begun to reach your optimum performance level." Cause them to stretch; when they share with you what their goals are, say "That's pretty good, Brad. Now tell me what your 'stretch goal' is."
6. **One of the best things** you can ever do for a team member is to get them to develop the reading habit! Leaders *are* readers. Press them on how many skill-building books they plan to read this year. Individuals who discipline themselves to excel in self-education will have a better shot at rising to the top!

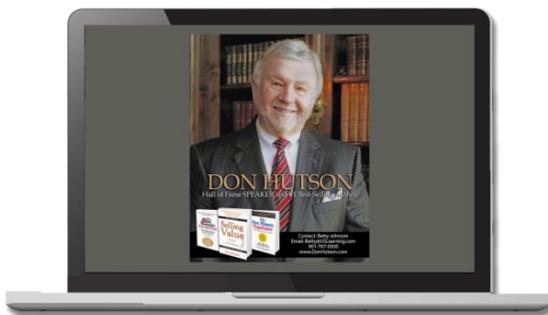
A bonus point on the coaching topic comes to us from legendary UCLA basketball coach John Wooden, who said, "A true performer should have character, not be a character."

As coaches dedicated to winning, let's do all we can to enable superior performance and nurture character development for every one of our team members. This will give them a genuine opportunity at a life of high achievement!

Note: I suggest that you follow this link to The Don Hutson Report Library to review the previous issues. <https://donhutson.com/dhreport-library/>

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