



WORLD-CLASS COACHING

A PROVEN FRONTLINE MODEL AND MENTORSHIP PROGRAM
TO GET RESULTS IN A CHANGING MARKETPLACE.

THE FRONTLINE STRUGGLE IS REAL.

Coaching & mentorship can drastically improve win rates by as much as 25%.¹

So why do frontline leaders at all levels struggle with it?



NOT ENOUGH TIME TO FOCUS ON COACHING

Less than 20% of the average manager's time is spent on proactive sales coaching.² 31% of leaders coach each rep for less than 30 minutes each week.³



WHEN THEY DO: IT'S ON THE WRONG THINGS

Yet a seemingly minor 5% shift in productivity across the core – the middle 60% – would yield greater than 70% more revenue than the same shift in top-tier productivity.⁴



THERE IS INSUFFICIENT FOCUS ON MANAGER AND LEADER DEVELOPMENT

24% of executives significantly overestimate their coaching abilities, rating themselves as above average while colleagues ranked them in the bottom third.⁵



LEADERSHIP PRIORITY CAN BE FLEETING

It can take up to 254 days to adopt a new habit learned by coaching, yet many leaders have moved on to the next priority by then.⁶

¹ <https://blog.sellingpower.com/gg/2017/01/the-powerful-sales-metric-no-one-is-measuring.html>

² <https://www.aa-isp.org/development/601>

³ <https://pages.brainshark.com/cso-insights-2016-sales-enablement-study>

⁴ <https://www.sellingpower.com/2013/02/07/10102/strengthen-your-core>

⁵ <https://hbr.org/2019/11/the-leader-as-coach>

⁶ https://hbr.org/2019/09/coaching-for-change?referral=03759&cm_vc=rr_item_page.bottom

⁷ <http://inspire.hoopla.net/rs/hoopla/images/2014%20Sales%20Management%20Optimization%20Key%20Trends%20Analysis%20-%20Hoopla.pdf?Source=Blog>

BUT GETTING BETTER IS POSSIBLE.

Companies with a formal coaching process have seen, on average, 91% overall sales quota attainment versus those who don't.⁷



WEBER COACHING HAS HELPED THE FORTUNE 500 FRONTLINES IMPROVE SALES AND SERVICE BY 20% ON AVERAGE.



WEBER COACHING CLIENTS:



Since 1985, Weber Associates has blended the analytical rigor of a frontline consultancy with the creativity of a marketing agency to help the Fortune 500 accelerate behavior change and business results.



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