



*From the Desk of Michael Collier*

Dear Friend,

Thank you for your interest in High Performance Sales Coaching (HPSC)! It is truly an honor to be considered to help you reach new levels of sales success and achieve both your professional and personal goals. In this short letter, I will provide you with an overview of what you can expect from one-on-one coaching with me as well as my expectations of you.

I have five goals for my High Performance Sales Coaching clients. They are:

1. Have you focus on and only do those activities that will help you to win more opportunities.
2. Increase your level of Confidence and Instill Beliefs that produce better actions and results.
3. Reduce and ultimately eliminate the personal stress caused by quota attainment.
4. Maximize your income based on your compensation plan.
5. Identify your ideal selling environment (industry, company, position) and help you to attain your ultimate career goal and achieve your true income potential.

When working with my HPSC clients, we must establish a profound level of mutual trust to ensure that you will realize the results that you want to achieve in the timeframe that you want to reach them. That will include honest and candid self-assessment, a willingness to be vulnerable and share private information with me about yourself and challenges, and agreement to go outside your comfort zone. Without these key elements, true transformation cannot happen. Of course, I provide my HPSC clients with a confidentiality agreement for their protection and assurance.

Although one-on-one coaching is my personal passion, I can only devote a limited amount of time each week to working with my HPSC clients to provide them with the proper focus and attention they deserve. HPSC goes beyond just our time together. I spend a considerable amount of time analyzing each client's personal situation and determining the best approaches for improvement based on their backgrounds. Therefore, I can only work with a few individuals at any given time and will only work with those who are fully committed to their personal and professional development.

You probably already know that all successful individuals utilize personal coaching at some level. Successful professionals are not born with the talent and skills necessary to reach their high levels of success. Earlier in my career I was surprised to learn when already successful CEO's, executives and business leaders were utilizing personal coaching in a variety of ways. From helping them deal with stress, time management, team interaction, emotional intelligence, conflict resolution, communications, public relations and career advancement – everyone needs personal coaching at some level. Regardless of how confident, successful and self-assured someone may appear on the outside, everyone has their personal challenges, fears, self-doubt and internal demons – *everyone*.

But those who recognize their vulnerabilities and seek guidance to overcome them are those who truly succeed professionally and find more happiness in their personal lives as well. They didn't wait for someone to come along and teach them what they needed to get better. They all realized that *to be self-made you need to be self-taught.*

If this is resonating with you, and you can agree with these ground rules and principles, then I would invite you to submit an application for High Performance Sales Coaching with me. Before you do, please read the attached FAQ's. They will address many of your questions and provide a framework for expectations.

Again, thank you for your consideration of working directly with me. If High Performance Sales Coaching is right for you, I would love to help you achieve your goals.

Best,

Michael

# Frequently Asked Questions About High Performance Sales Coach (HPSC)

## 1. What exactly is High Performance Sales Coaching?

I define High Performance Sales Coaching as *'succeeding in sales beyond standard norms consistently over the long-term.'* When I first started coaching salespeople, I defined HPSC differently. I originally set the bar for my clients to reach what I call Elite Salesperson status; that is, to be in the top 5% of salespeople in their company. However, I soon realized that was not the goal for everyone. Many were happy to be over-performers, earning much more than they were previously making, but not having to be in the top 5%. Some were very happy and content professionally and personally being in the top 10%, but many of those eventually moved into Elite status by simply executing consistently to their newfound skills, habits and abilities. I have five goals for my clients with HPSC:

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## 2. What can I expect from HPSC?

Most clients decide to engage with HPSC because they have become 'stuck' in some aspect of their sales career. They often know that they are capable of producing and being much more than the results they are getting, but they are either not sure *What* they should be doing differently or having challenges *How* to do things differently. Before any change can take place, we must first diagnose your current situation. In order to make our time together as productive and beneficial as possible, I will have you complete a questionnaire and introspective summary of your current situation. This will save time and provide me with your personal situational assessment so I can dive into specifics sooner without you having to provide an informational background summary. If you have completed a personality and/or preferences assessment such as MBTI, DISC, or HBDI, I will ask you to share those with me before our first meeting. If you have not completed any of these assessments, I will ask you to take the MBTI (Myers-Briggs Type Indicator) assessment. This is a widely used and reliable assessment in understanding your personality and personal preferences. Although I have been formally trained in MBTI administration and analysis, I am not a certified practitioner, nor do I have any personal or financial interest in the company. It is simply to provide both of us a better understanding of how to achieve the improvements you are after in the best way possible.

In addition to helping you attain the 5 goals for HPSC I listed above, I also strive to get some short-term 'wins'. We will focus on the area(s) where we both agree would have the fastest and most impact on your success and confidence and put into place a specific action plan for you to implement right away. However, the larger outcome of HPSC is to help each client reach higher performance in all areas of their life. Although almost

everyone's satisfaction in their professional life directly impacts their personal life, I have found that the sales profession to be more than most. Because we are constantly measured against quota attainment and our incomes are a direct result of our success, the sales profession has an even more profound effect on the quality of our personal lives. One of the outcomes of HPSC is to have my clients increase their level of personal effectiveness in all aspects of their life, which ultimately increases their level of confidence and self-worth, and improves their relationships with those who are closest and most important in their lives.

### **3. How often do we communicate?**

After the first meeting together, which last 90 minutes, we will meet twice a month for an hour. Those times are scheduled two-weeks in advance and occur preferably via video conference or, if necessary, by phone. Occasionally sessions may occur in person based on travel schedules. I have found that having two meetings a month has been the right formula and provides enough time to take action on short-term objectives as well as provide the client with a reasonable timeframe for support on pressing issues – such as an important meeting with a prospect or their internal management.

### **4. Can I get assistance on individual sales opportunities?**

The goal with HPSC is to help each client with every sales opportunity they will face. I have found that when we address the root cause of some of the challenges salespeople face on an ongoing basis, then the daily 'surface issues' take care of themselves. With that said, I will definitely work with someone on an immediate need, but HPSC is not designed to be specific account management advice forum or have me serve as your sales manager.

### **5. What happens if the advice I get through HPSC conflicts with what my management wants me to do?**

My approach with clients is not to tell them that they 'must do' something; but rather, help them to recognize through self-realization the changes they need to make in the way they sell so they can improve. If someone is not achieving the results they want, then we must first understand and assess the reasons why. Through that assessment, I will advise the client what I believe to be the best approach to overcome any challenges they have that are preventing their success. If that advice goes against what they are being told by their management, then we will have an in-depth discussion to determine what is best course of action for the client. However, ultimately it is the client's responsibility to be accountable for their actions.

### **6. What happens if I do not like working with Michael or I am unhappy with the coaching?**

I do my best to avoid this from happening before we ever get started. I do not want to waste your time and money as much as I don't want to waste mine. If you meet the requirements for HPSC and are pre-qualified, before signing a contract or paying any monies or deposits, we will have a video call to discuss your application, your goals and objectives, and my expectations of you. These calls usually last anywhere from 30 – 45 minutes and provide both of us with a good understanding of each other and our communication styles. At the conclusion of these calls I tell the client to take one to three days before making a decision to commit to HPSC. If for any reason they are uncomfortable with moving forward, then they can send an email to let me know. I have found that between the application process and these calls, both the client and I have a very good understanding of our mutual expectations, and this formula has proven successful. Almost all of my clients have gone through one of my programs or were referred by another client, so they have a good understanding of my

approach and communication style before beginning with HPSC. There have been only two times where I have not moved forward with a client after these calls. One was the client's decision and in the other case, I did not think I was the right person to meet the client's needs.

## **7. How do I apply for HPSC?**

To apply for High Performance Sales Coaching, you need to do the following:

- 1) Film a video of yourself explaining why you want to work with Michael one-on-one. It should be no longer than four (4) minutes. You can post the video anywhere online you want. You can shoot it on your phone and upload it to Dropbox and send us the link; or you can post the video as unlisted on YouTube. The personal video is a mandatory requirement. If you won't take the time to learn how to post a video online, or are uncomfortable shooting a video of yourself, then HPSC is not for you.
- 2) Write a 1-page biography so we can get to know you. We are not looking for a resume here, just basically answering the question 'So tell me about yourself'. And please, one page only.
- 3) In the same document as your biography, add another page. Write out the 5–10 questions you would want to ask Michael if he were your coach. Imagine you had 30 minutes to spend with Michael in person. What would be the most important questions that you would want answered?
- 4) Name your document with the following naming convention: HPSC-YourLastName-2019. (Microsoft Word or PDF only).
- 5) Email the link to your video and the 2-page document created from steps 2-3 above, to [natalie@onepercentselling.com](mailto:natalie@onepercentselling.com) with the subject line: **HPSC APPLICATION**. If you were referred to us by one of Michael's coaching clients or someone who has worked with Michael in the past, please include their name in your application.

You will receive a reply email within one business day acknowledging receipt of your application, and you will receive another email within five business days of receipt of your application regarding your acceptance status.

If you have any questions about this process, please write us at [support@onepercentselling.com](mailto:support@onepercentselling.com) with the subject line: HPSC Question. Please note that Michael will not have calls with someone to discuss High Performance Sales Coaching unless they have completed the application steps above.

## **8. What happens if I am accepted?**

If you are accepted and decide to move forward after the initial conversation detailed in #6 above, we will sign a contract outlining in detail the services you will be receiving and each other's specific responsibilities during the engagement. The contract will include the confidentiality agreement referenced earlier. The initial contract term of the HPSC engagement is for six months and must be paid in full 14-days prior to the first session together.

## **9. What does it cost and what is the term of the commitment?**

The cost for the initial term of six months is \$6,500(USD). At the end of the initial term we will mutually assess

your progress and determine if we should continue with HPSC and for how long. There is no 'right amount' of time to get a client to achieve their goals. Most clients make tremendous progress during the initial term and decide they want to continue working together. They have been able to easily cost justify their investment and like having the continued coaching, support and accountability of HPSC because they are not receiving it from their company or other traditional sources. Some clients have decided to stop after the initial term but come back later for more support.

On a very personal note – I have no desire or motivation to work with anyone who is not receiving benefit from working with me. Although I love doing one-on-one coaching and seeing my clients succeed, grow and achieve their goals – the money I receive in return is not the motivator or objective for me. HPSC is one small part of my overall business and is not a major income source for me and I will only work with individuals who are committed to transformation and personal growth. I was fortunate enough to have a mentor early in my career who took their time to help me develop and transform the way I sold. I believe I have the personal responsibility to give back to those in the sales profession with my time at a price point that is reasonable based on the value and return on investment received.

#### **10. Are the results guaranteed?**

Obviously, Michael cannot 'guarantee' the results one receives or increases in individual performance one achieves through working with him. Michael will only work with individuals who have identified and measurable performance gaps that he believes can be corrected and show the willingness and intrinsic desire to correct. As stated in #1, Michael has 5 Goals for all of his coaching clients, and how a client measures the impact of improvement is both individual and subjective. As stated, the overall goal for folks who go through HPSC is to increase their income, reduce their stress, have them work more productively and effectively in fewer hours, and ultimately create their ideal career. Michael's clients have all believed that they have received far greater value in these areas than the cost they paid for the coaching.