

G.R.O.W. COACHING GUIDE

G	<p>GOAL SETTING: A commitment to a desired result or outcome.</p> <p>Key Points: Goals can be developmental goals and/or tied to specific sales outcomes / quotas / targets. Sales goals are much more effective if connected to personal goals.</p> <p>What is the SMART (Specific, Measurable, Agreed, Realistic, Time phased): goal?:</p> <ul style="list-style-type: none"> • Performance goal? • Developmental Goal? <p>What will be personally achieved or avoided if he/she achieves the goal?</p>	
R	<p>REALITY: What is the reality of the current state?</p> <p>Key Points: Understand the current situation and any barriers that might prevent or enable goal attainment.</p> <ul style="list-style-type: none"> • Who? What? When? Where? How Much? <p>Questions:</p> <ul style="list-style-type: none"> • What is happening now? • What is getting in the way of goal achievement? • What have you tried? 	
O	<p>OPTIONS: What alternatives or courses of actions are possible?</p> <p>Key Points: Brainstorming; no bad ideas; maximize the number of options. Coach suggests his/her ideas only AFTER the Coachee has exhausted theirs and are ready to hear the coach's ideas.</p> <p>Questions:</p> <ul style="list-style-type: none"> • Would you be willing to try some "sky is the limit" thinking? • What would your options be if you had unlimited resources? What else? • I have some ideas; would you like to hear them? 	
W	<p>WHAT WILL YOU DO? : Time to Commit.</p> <p>Key Points: Agree on action, needed support and time frame given your sales management or development process. Seek a commitment level on a scale of 1-10. Getting a full commitment of 10 is required, so scale the action as needed for a full commitment.</p> <p>Questions:</p> <ul style="list-style-type: none"> • Which actions will you take? • Who or what will help you? • What is the most powerful next step that you can take? • What obstacles or resistance do you have to taking action? How can it be minimized? • How committed are you to take action? (If less than 10, what would make it a 10?) • By when? 	