REDSEED

3 tips for
coaching success

Give them **confidence** with customers.
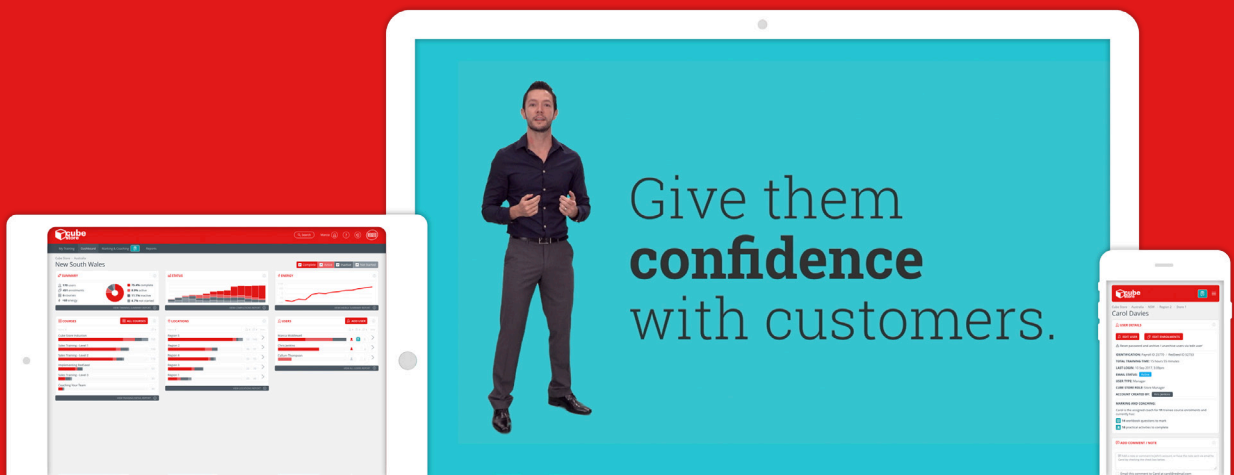
Introduction

Did you know that the number of staff reaching and exceeding target **increases by 25%** when there's a formal coaching process in place?

We understand the value of face-to-face feedback in a retail environment, which is why we take a blended learning approach to our training.

We facilitate face-to-face coaching interactions with our practice activities, which a coach must observe and mark as complete before the trainee can progress through to the next session in their training.

Real-time practice and feedback means learning is more effective, suited better to the retail environment, and provides an accurate overview of the trainee's understanding of the new skill.

The 'Coaching Feedback Loop' is fundamental to the success of our training because it gives coaches an easy way to keep track of coaching and monitor engagement.

It's about creating a more successful outcome for the trainee. But, it also has other effects like; creating loyalty, increasing enjoyment and motivation, and even reducing sick days.

To help you get started, we've picked out the three most important factors for your face-to-face coaching to be a success.

Get to know your team

1 — **2** — **3**

Think about when you deal with customers.

Do you treat every customer the same and expect to get the same results?

We all know that, in it's essence, the retail game is about creating winning customer experiences for each customer. In the same way, it's unfair to coach your team identically and expect the same results from each person. It's important to appreciate that everyone on your team is different.

As a manager it's your job to make sure you know what motivates your team. Does your trainee respond better to positive reinforcement? Do they prefer feedback from someone who's not scared to 'call a spade a spade'?

Whatever their preference is, get to know your team before you begin coaching so you can appeal to their communication style. There are four widely recognised personality types that your team will typically fall into:

| DRIVERS	ANALYTICALS	RELATORS	EXPRESSIVES

Knowing which of these personality types is the dominant one when coaching a team member will influence the way you give them feedback.

So, how do you know which one is which? Check our quick reference guide below:

	DRIVERS	ANALYTICALS	RELATORS	EXPRESSIVES
How to recognise	They like their own way; decisive & strong viewpoints.	They seek a lot of data, ask many questions, behave methodically & systematically.	They like positive attention, to be helpful & to be regarded warmly.	They get excited.
What they dislike	Someone wasting their time trying to decide for them.	Making an error, being unprepared, spontaneity.	Rejection, treated impersonally, uncaring & unfeeling attitudes.	Boring explanations/ wasting time with too many facts.
Basic need	To win	To be right	To avoid pain	To be adored
Strength	Decisive	Thorough	Listening	Enthusiastic
Weakness	Insensitive to others	Poor improviser	Taking a stand	Impulsive
Will improve with	A position that requires co-operation with others.	Interpersonal and communication skills.	A structure of goals & methods for achieving each goal.	Recognition & some structure with which to reach the goal.
Wants	Power	Respect	Approval	Recognition
Needs climate that	Responds	Describes	Processes	Collaborates
Make effort to be	Efficient. Let them be in charge.	Accurate. Provide lots of data & information.	Co-operative. Be supportive; show you care.	Interesting. Get excited with them. Show emotion.

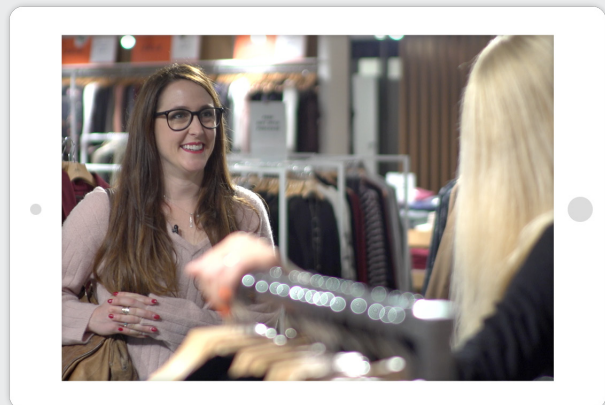Want to find out what communication style your team prefer?
Click here to download the DARE Personality Types Toolkit
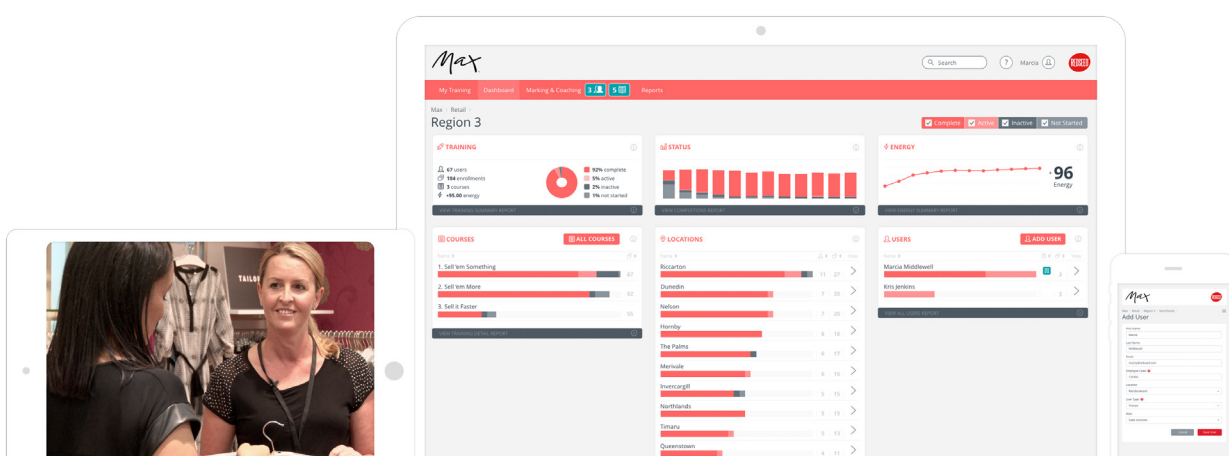
Know each step of the process

1 — 2 — 3

Every technique we teach trainees involves a process; a linked sequence of smaller skills that have a correct order.

Before you complete an observation it's important to know exactly what it is that you're observing and, your team will expect you to know. The bottom line is; you can't effectively teach a technique that you don't completely understand.

Think about how you learned to ride a bike.

You don't learn to brake before you learn to pedal and you don't learn to pedal before you learn about balance. If you've not mastered the art of balance, you will struggle to pedal successfully. If you can't figure out how to pedal effectively, chances are you won't need to use the brakes.

As BikeHub.co.uk put's it: "Learning to cycle is nine-tenths controlled balance, pedalling is merely a means of propulsion to keep the balancing act going."

The sales process is no different. Your team need to master each sequential step in the process before they can become proficient in closing more sales.

| OPENING | ⊚ | UNCOVERING NEEDS | ⊚ | DEMONSTRATING | ⊚ | OVERCOMING OBJECTIONS | ⊚ | ADDING ON | ⊚ | CLOSING | ⊚ | CONFIRMING |

Knowing the 'why' of a technique is just as important because it resonates with adult learners. They need to have logic behind an action and the more relevant it is to their day to day life, the better.

TIP: Log into RedSeed before a coaching session to refresh your memory of the technique you're observing.

In each RedSeed training session, we explain the 'why' from a customers perspective which puts the learner in the customers shoes, which resonates more with retailers...because everyone's been a customer at some point!

Click here to find out more about our online retail training programs.

"When clients approach us we hear a lot of the same frustrations. My people aren't adding-on, my people aren't closing... it's typically because they've not done something else in the process correctly. For example, they haven't found out enough about the customer's needs, haven't closed the primary item or overcome the objections. Which is why RedSeed's courses are all in a linear format. Each trainee must prove they can master one skill before their coach allows them access to the next." — ANYA ANDERSON, Co-founder and CEO, RedSeed.
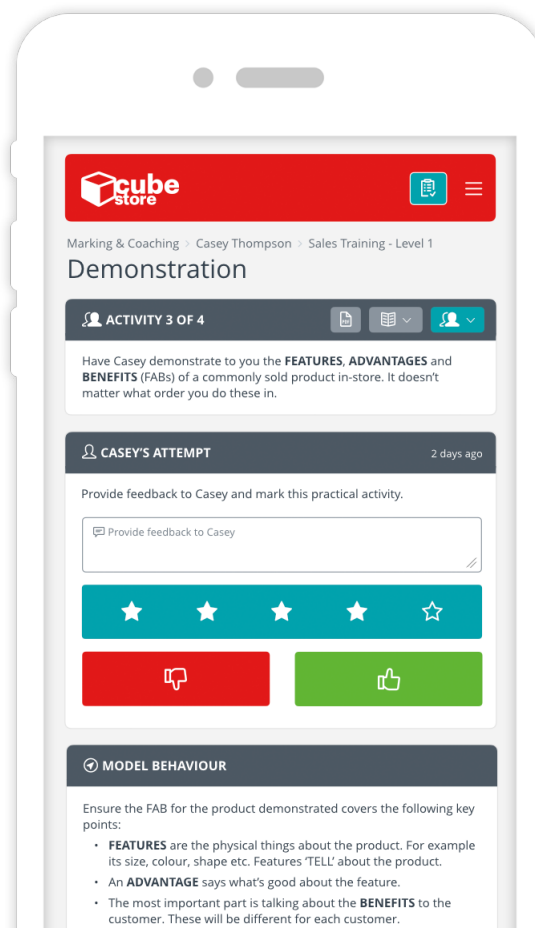
Keep it simple, stupid

1 ⸺ 2 ⸺ **3**

We know it can be hard to hold your tongue at times and keep feedback constructive.

Give them **confidence** with customers.
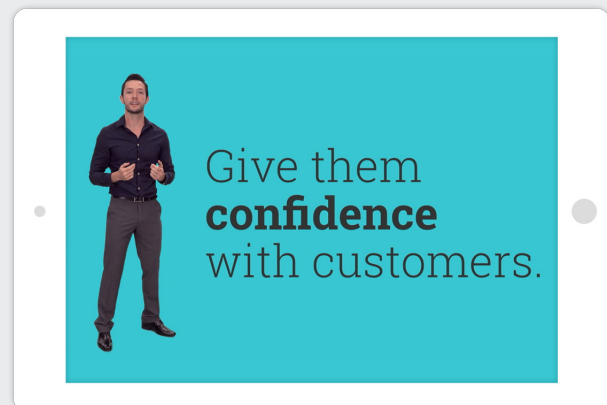
In the best interests of your trainee - and for your own sanity - don't over-complicate your feedback!

Remember, your staff aren't always going to get it right, and sometimes they might even get it horribly wrong but, stay positive and keep the praise coming (for their effort), even when things go awry.
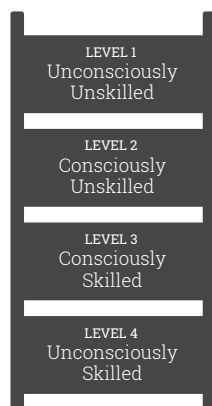
> "It's important to give feedback to your team… even if the outcome isn't exactly what you want, acknowledging them for trying will help with training engagement." — ANYA ANDERSON, Co-founder and CEO, RedSeed.

When you're giving feedback, particularly to someone who's learning a new skill, it's important to keep things simple. Pick just one part of the technique for them to improve on. Resist the urge to pile your trainee up with a list of things to fix. Sure, there may be a few things you want them to improve on, but you've got two options:

Pick the first error – Following the logical order of the process, work on it from beginning to end. Tackle the first misstep and work on that until they get it right, then move on to the next error in the process.

Pick the behaviour which is having the biggest impact – Sometimes, some errors are too big to ignore. Here's where you can make a judgement call to skip the linear approach and cut straight to the problem.

Have you ever heard of the Conscious Competence Ladder?

LEVEL 1
Unconsciously Unskilled

LEVEL 2
Consciously Unskilled

LEVEL 3
Consciously Skilled

LEVEL 4
Unconsciously Skilled

First created in the 1970's, the ladder is a great tool to guide you through your own personal learning. It's also useful when you're coaching your team through the up's-and-down's of learning new skills.

When you're giving feedback on an error, consider where your trainee sits on the 'Conscious Competence Ladder'. This will let you know what level of detail and feedback you can go into.

MindTools provides a great outline how how to coach using the ladder to give the right kind of feedback and coaching to your trainees. Each rung in the ladder has a different set of needs, and it's up to you, as a coach, to be aware of these to make the most of your coaching sessions.

Coaching with the Conscious Competence Ladder

LEVEL 1 Unconsciously Unskilled	At the beginning of the process, people may not know how unskilled they are, so you'll need to make them aware of how much they need to learn. You'll also need to explain why they need to learn these skills. Be sensitive at this early stage, and give plenty of positive feedback to keep people's motivation high.
LEVEL 2 Consciously Unskilled	During this stage, provide plenty of encouragement and support, and explain the idea of the Conscious Competence Ladder, so that people understand any feelings of discouragement that they are experiencing. Also, help them improve their self-confidence, if required.
LEVEL 3 Consciously Skilled	At this stage, keep people focused on the skills that they need to learn, and give them plenty of opportunities to practice these skills. For example, you could assign them projects that use their new skills, or set them relevant training exercises.
LEVEL 4 Unconsciously Skilled	At this level, you'll need to make sure that people avoid complacency, and that they stay up-to-date with their skills. You may also need to remind people how difficult it was to reach this level, so that they are kind to people who are at an earlier stage in the process.

SOURCE: http://www.mindtools.com/pages/article/newISS_96.htm

It's all in the cloud

RedSeed is cloud-based and accessible 24/7 by all your users. New employees can even commence their training before they arrive at work for their first day.

The system is transparent. You and your managers have access to the RedSeed 'Coach and Admin' dashboard giving a clear view of training progress and completion across your entire business.

The RedSeed 'Coach and Admin' dashboard is accessible via any internet connected PC, tablet or smartphone.

What are our customers saying?

"We chose RedSeed Recruiting for our store managers to become more confident in recruiting their teams, but also more effective in choosing the right people. We really like the RedSeed platform as it includes video content, coaching and a realtime direct feedback element — and that's really important to us."

KELLY HOPKINS
Learning and Development Manager, Kathmandu

"It's not just seen as an investment in the business but our teams see it as an investment in themselves as well."

MATT ROBERTS
General Manager, Hunter Furniture Group

"The RedSeed programme allows our team to be more confident in selling and interacting with our customers. It's been part of our transformation — we've gone through 18 quarters of same store sales growth and this has been just one part of the success story that Warehouse Stationery has had. "

PAUL GIANOTTI
Executive General Manager - Operations, Warehouse Stationery

"Not only did we find that increases in RedSeed Energy mapped to improvements in Mystery Shopper results, we also found the opposite to be true. Stores that saw a drop in Energy also saw a large drop in Mystery Shopping results"

KARMA WETERE
General Manager of Retail, Max Fashions

"RedSeed has positively impacted our sales, our NPS and our mystery shopping results. RedSeed has become an integral part of 2degrees and we cannot think what life would be like without them."

YASMIN KACHWALA
Learning and Development Manager, 2degrees