

Coaching Pushy Salespeople to Persuasive Sellers



In today's sales environment, customers can spot “pushy” behaviours a mile off—and they switch off instantly. The most successful salespeople aren't forceful; they're persuasive. They listen, guide, and create clarity. The lists below highlight the key differences and give managers a simple coaching framework to help their teams shift from pressure-led selling to value-led influence.

Review the table below to identify characteristics in your sales team.

Pushy Salespeople	Y/N	Persuasive Sellers	Y/N
Talk more than they listen		Listen actively and ask smart, open questions	
Focus on their agenda, not the customer's		Align the conversation with the customer's goals	
Use pressure, urgency, and fear tactics		Use insight, not pressure	
Ignore buying signals and steamroll objections		Explore and validate objections	
Push features, not value		Sell outcomes, value, and impact	
Assume needs instead of discovering them		Tailor their approach to the customer's style (DISC, etc.)	
Chase the sale, not the relationship		Build trust through honesty and clarity	
Don't adapt their style to the customer		Guide, don't force	
Create discomfort and resistance		Help the customer feel in control	
Leave the customer feeling “sold to,” not supported		Leave the customer feeling confident, clear, and value	



Behaviours to Observe

Pushy Indicators

- Talking over customers
- Jumping straight to pitch
- Defensive when challenged
- Overusing urgency ("You need to act now...")
- Chasing the close without qualification

Persuasive Indicators

- Asking questions before proposing anything
- Patient, curious conversations
- Summaries and check-backs ("Let me make sure I've got this right...")
- Linking value to customer-specific outcomes
- Confident but collaborative closing

Coaching Questions to Shift Their Mindset

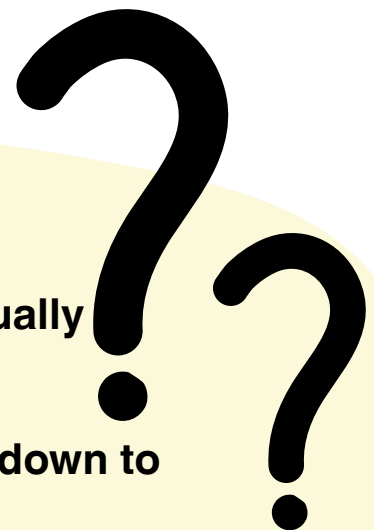
"What outcome does the customer actually want?"

"How could you slow the conversation down to increase trust?"

"Which questions would help you understand their real priorities?"

"How can you make the customer feel in control?"

"What value can you link to their pain, gain, or strategic goals?"



SALES 101



This fundamental sales workshop caters to individuals newly entering sales roles, those currently overseeing sales without formal training, and team members in customer-facing positions who play a strategic role in supporting the sales process. Designed to build essential skills and confidence, the workshop covers the foundational principles of effective selling, focusing on techniques to identify customer needs, communicate value, and establish trust.



Additionally, participants will be introduced to consultative selling—a customer-centric approach that emphasises understanding the customer's unique challenges and tailoring solutions to meet their specific goals. By learning to ask insightful questions, listen actively, and creating meaningful conversations, delegates will gain tools to build stronger, long-term relationships and drive more successful outcomes for both the customer and the business.

Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one, two, or three days, cover various topics tailored to optimise your team's performance and address your unique challenges.

Topics Available

- What is Consultative Selling?
- Exploring Various Communication Styles with DISC
- Essential Skills for Successful Sales Processes
- Activities for Maintaining a Healthy Sales Pipeline
- Understanding the Customer's Buying Process
- Lead Generation Strategies and Techniques
- Building Rapport: Definition and Strategies
- Identifying Gatekeepers and Effective Strategies for Dealing with Them
- Crafting a Professional Introduction
- Key Questions to Ask Your Customers
- Matching Your Product to Customer Needs
- Strategies for Overcoming Objections
- The Art of Closing and Effective Follow-Up Techniques

Additional Resources

Other available resources to support your Sales 101 workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.