

BACKGROUND:

McKee Consulting LLC is a sales and motivational training company. The company was founded twenty five years ago by Judy McKee, and has been operating continuously specializing in training sales and customer service personnel. Since inception, the company has trained thousands of inbound and outbound call personnel for several hundred major corporations, and small businesses nationwide. **The mission of our company is to provide effective, professional training that yields measurable results at affordable cost.** In addition to on site training programs, we provide:

- professional consulting
- script writing
- customized training manuals
- trainee's workbooks
- visual training aids
- coaching workshops
- personnel selection and hiring assessment instruments

About 15 years ago, Judy McKee (the founder of McKee Consulting LLC) realized that it was practically impossible to fully obtain the intended results of her training programs without on-going coaching. Experience has proven that with **Positive Coaching** the intended results are not only obtainable, but also consistently improved upon. ... This training program train your staff in coaching and communication techniques that will insure the intended performance improvements are realized and lasting.

Positive Coaching is designed to help call center personnel gain confidence and experience in the use of learned skills and attitudes thus reducing the work load on managers and quality assurance departments. A major added benefit is that through improved performance, most call center personnel experience less pressure, gain greater job satisfaction, increase their self esteem and tend towards less turnover.

In order to provide your coaching staff with the "State of the Art" coaching techniques that will obtain the maximum and most productive response from your staff, we propose the following two day program called, **The Positive Coach Approach**. To ensure complete learning and understanding of **The Positive Coach Approach** and all of it's concepts, the training program will be limited to a maximum of 10 Front Line Managers, Supervisors, Trainers or Coaches.

The Positive Coach Approach Certification Development Program

Day One:

- **Introduction to the Positive Coach Approach Program**
 - Purpose of the Positive Coaching Methodology
 - Objectives to be accomplished during the coach training program
 - Methods and Techniques Discussion

- **Foundational Elements of Positive Coaching**
 - Intention - Relationship - Self-Discipline
 - Skills
 - Listening
 - Speaking
 - Persuasive Ability

- **The LAMA© Technique.** (A simple but effective method to control the path of the information flow between the coach and trainee.)
 - Discussion and role-playing exercises one-on-one between the trainer and each workshop participant to develop fluency in use of the LAMA© technique.

- **Elements of the Positive Coach Approach**
 - Learn 8 Key Points to Positive Coaching

- **Over view of Positive Coaching Methods**
 - Walk-By Coaching
 - How to use incentives to develop active participation in the coaching process.
 - Scheduling the Walk-By Coaching Process.
 - Side-by-Side Coaching
 - When to use a side-by-side approach.
 - Techniques to maximize productivity
 - Consultative Coaching
 - Witness System or similar system for recorded calls
 - Tape Recorder with three calls minimum

- **Learning to Listen**
 - Listening with new ears
 - To the customer first
 - To listen for agent performance

- **High Five Phonedamental Method**
 - Expectations - The Coaching Session Set Up
 - Teaching Coaches How to:
 - ▶ Define the coaching process for the associate.
 - ▶ Relate the expectations to the associate in a positive way.
 - ▶ Set agreed upon goals for the associate's improvement actions.
 - Acknowledgments - **Positive Feedback**
 - Teach the Coaches how to:
 - ▶ Acknowledge the Associate for growth and progress.
 - ▶ Give Instruction for positive growth.
 - ▶ Use the LAMA Technique while coaching.
 - Challenges - **Find Areas for Improvement**
 - Teach Coaches how to:
 - ▶ Help Agents to discover their own challenges
 - ▶ Assist Agents to define areas for improvement
 - ▶ Ask questions that encourage Agent growth
 - Self Correction - **Advanced Coaching Techniques**
 - Teach Coaches how to:
 - ▶ Work with Associates to encourage them to set new goals for self improvement
 - ▶ Obtain associates willingness to self correct
 - ▶ Role-play improvement actions effectively with associates during the coaching process using the LAMA©
 - Developmental Action Plan - **Bi-lateral Action Agreement**
 - Teach Coaches how to:
 - ▶ Use the LAMA technique and persuasive ability to work with agents
 - ▶ Encourage self-correction through a developmental bi-lateral action plan
 - ▶ Use forms and check lists
- **Common Coaching Challenges**
 - Discussion Period

Training Program Outline (continued)

Day Two:

- **Review with Questions and Answers regarding what was learned on day one.**
- **Coach Trainees Observe McKee Consulting LLC Coach**
 - Using LAMA technique and Positive Coach Approach with real agents during actual calls in progress.
 - Demonstrate the High Five Phonedamental Method
- **Listen to and assess taped telephone calls of various associates**
 - Learning to Listen for Acknowledgment Opportunities
 - Learning how to listen for the “STOPS” (What caused the associate to “Lose” the call.)
 - Role-Play using LAMA on how to Acknowledge
 - Role-Play using the LAMA on how to assist agent to self-discover
 - Collectively decide on improvement (Remedies)
 - Role-Play how to define a Challenge using the LAMA Technique
- **Summarize Coaching Activities**
- **Set Up Coach’s Goals for achieving maximum benefits from coaching process**
- **Set Up Coach’s Developmental Action Plans**
- **Motivational Close**

Included as a part of the Positive Coach Approach Training is a follow up consultation appointment for each coach “trainee” approximately 30 days after the original training program. Completion of the training program requires a demonstration of the trainee’s ability to perform the High Five Phonedamental Coaching method.

- One Thirty- minute coaching consultation for each trainee with the McKee Consulting LLC Trainer
- Each coach trainee must provide a recording of one coaching session prior to the consultation
- The McKee Consulting LLC trainer will review this “coaching” session with each coach trainee.
- Suggestions and Recommendations by the McKee Consulting LLC Trainer for continued growth and support.