

PRESS RELEASE

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Companies that invest in coaching see an average seven-fold return on investment!

Sales teams and their leaders are consistently being asked to deliver on ever-higher targets, the result of which is often increased stress levels leading to discordant teams. It's a common challenge, yet organisations that prioritise investment in coaching alongside other learning and development tools are seeing ordinary people achieving extraordinary results.

The International Coach Federation's (ICF) *2009 Global Coaching Study* conducted by PwC stated that the vast majority (86%) of those able to provide figures to calculate return on investment had at least made their investment back and 28% saw a return of 10 to 49 times the investment; the median return was seven times the investment.

HT Training and Coaching, who specialise in delivering learning and development for the hospitality sector, have seen remarkable results within their own client base where organisations have committed to coaching both sales managers/directors and their teams.

Director, Rosemary Bannister, comments: "Coaching can have a profound impact on a business's success through expanding career opportunities and improving business management strategies. Coaching focuses on future possibilities – it maximises individuals' performances by leading them through a process to unlock potential and helps them identify solutions for themselves."

The company works with first time and experienced team leaders, and recognises the challenges experienced by each. Inexperienced managers can feel overwhelmed by the challenge of how to motivate a team to deliver prescribed targets; senior managers feel the squeeze from above and below, as bosses pile on the pressure to increase sales whilst their teams require input in terms of time, expertise and support to make it happen!

Susana Martins, director of sales & marketing at the Corinthia Hotel in Lisbon, is a passionate advocate for sales performance coaching. We interviewed her to find out why and here's what she said.

Q: Why did you decide to implement sales performance coaching - both for yourself and your team?

A: *Selling within the hotel and tourism industry is unique and sales teams require the right tools and techniques combined with guidance to help them perform more effectively, particularly in a competitive market such as Lisbon. The role of the sales person has changed and I felt that both I, and my team, needed to embrace new skills and coaching to stay relevant, competitive and deliver higher sales.*

Q: What did you personally take away from your sales performance coaching?

A: *Three key things: that there are no traffic jams along the extra mile! that one never knows enough; that Insights Discovery® is a phenomenal tool to maximise on communications skills and teamwork!*

Q: How has the coaching affected your professional role and leadership style?

A: *Great coaching combined with the amazing Insights Discovery® methodology have made me efficient at understanding people's behaviours; my communications skills have improved and I can inspire my team to push that bit harder for stronger results.*

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Q: What has been the impact on your team?

A: We are a more efficient team, speaking one language when it comes to account management and results. We have also grasped the “so what” effect: we’re only as good as our ability to turn features into benefits and communicate them effectively!

HT Training & Coaching has recently launched a new bespoke *Sales Leadership Coaching Package* which can be delivered remotely (telephone/Skype) or face-to-face. For further details email info@httraining.co.uk or visit www.httraining.co.uk.

Notes to editor:

- Enquiries/interview requests about this release to be addressed to Karen Ramirez, Lingua Communications, kramirez@lingua-communications.com / 07887 942578.
- Photo available

