



Coaching Works for Everyone!

Coaching really works. Executive coaches and Life coaches are making a name for themselves. There are now coaching businesses that offer support and help in guiding one's career path and life. Many people are taking advantage of the benefits of a structured support system. A system, that includes someone who will listen, someone who will support, and someone who will provide advice and guidance. Call center agents can benefit from this type of support system as much as executives. With an active coaching program, you can make your call center more productive and profitable.

Executives are looking for a way to maintain a path for improvement and promotion. They are taking advantage of the availability of personal coaches. It seems reasonable that a call center agent would have the same intention. This is where call center coaching comes into play. We have all heard the saying, "Take care of the small stuff and the big stuff takes care of itself." Training and coaching your front line call center employees is one way to have the "coaches" look at the nuances, the words and phrases that can make a difference. This may look like small stuff but it isn't. Call center agents who are trained properly in product and techniques always make the "big stuff," like profit, happen.

Training is the first step in developing the human capital of those call center agents. Coaching is built on the premise that a skill has already been learned and now needs to be increased or improved upon. Having a coaching program in place in every call center is vital. Every individual in your call center can continue to grow and develop with the support system provided by structured coaching.

Judy McKee, of McKee Motivation and now McKee Consulting, LLC, began her business 25 years ago as purely a call center trainer. About 15 years ago she added to her training days a follow up day of one-on-one coaching. Her purpose was to make sure that the recent training

the call center agents had would be put into practical use the very next day. The successful results of the added coaching day proved that coaching was crucial.

Now, years later Life Coaching and Executive Coaching is the latest and greatest new idea! Managers and executives have an avenue in which to gain the support of a coach. Now it is time to take care of the front line workers and support them with coaching of their own. Judy and her business partner, Sally Cordova, have grown their own business by adding a training course and writing a book dedicated to coaching those front line agents, *The Positive Coach Approach: Call Center Coaching for High Performance*. This book describes an innovative and proven technique on improving agent skills.

Coaching must provide a platform for developing the talent of the employees you already have. Most people want to do a good job. Most people want to be noticed for the good work that they do regularly. Most contact with management, if there is no coaching system in place, is when the employee is noticed for negative behavior. Coaching, when it is approached as a way to acknowledge good work and as a way to encourage positive changes in behavior, can make the contact between agent and manager more productive and profitable.

Agents tend to be more productive when they are happy. Agents can raise the bottom line of any call center if they are safe to make positive behavioral changes. Instead of monitoring and providing *constructive criticism*, choose to coach and develop behavior that increases productivity and profitability. Focus positive energy on coaching and developing previously learned skills. You have spent time and money training your staff members, use your time wisely and coach rather than *give feedback*.

A strong coaching system can keep your agents focused on the good and correct things that they do every day. This will create the opportunity for your agents to feel good about themselves. It can keep focus on constantly improving personal performance. Coaching for call center agents gives the agent the chance to be heard, to be listened to, and to be guided on the path for improvement and promotion. This is what's working for executives with coaches. This is what will work for call center agents with coaches!

Call center coaching is not just important it's vital!

8 Principles for Positive Coaching

- **Create a Safe Environment**
- **Use Consultative Techniques**
- **Stay Positive All the Time**
- **Treat the Agent as an Adult**
- **Leave Responsibility to Correct with Agents**
- **Create Learning Time Lines**
- **Use Questions to Obtain Results**
- **Develop a Plan for Performance Success**

The Positive Coach Approach is the book for all Call Center Coaching needs.

Coaching will never be the same!

This truly unique method provides a clearly charted course of action. It's a course for anyone charged with the task of improving call center performance in the form of:

- customer satisfaction,
- increased sales,
- shorter call times, and
- greater employee satisfaction.

This book is a teaching guide that will lead you through what to do, why to do it, and how to do it. Positive Coaching eliminates the stress on coaches and agents which is typically associated with the perceived need for constructive criticism. It's a proven method that gets results and maintains continuous performance improvement.

Contact us for Training and Certification Programs

Sally Cordova and Judy McKee

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