COACHING | DIRECT SALES | LEADERSHIP | TAKING ACTION

Coaching – the missing piece!

Coaching is partnering with others in a thought-provoking and creative process that supports people to take responsibility and action to maximize their own highest potential.

by **Nicki Keohohou**

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The Direct Selling Women's Alliance (www.dswa.org) has been training coaching skills to direct sellers since our inception over 13 years ago.

We believe that coaching is the #1 retention tool in the direct selling profession and yet, it is not a part of most direct selling company cultures.

Companies and leaders are generally good at training however, there is little, if any, focus on the skills of coaching.

There is confusion in our profession between mentoring, training and coaching. **Mentoring** is a developmental partnership through which one person shares knowledge, skills, information and perspective to foster the personal and professional growth of another person. It is also leading by example. **Training** is defined as the action of teaching a person a particular skill or type of behavior.

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responsibility and action to maximize their own highest potential.

The following will provide the differences between the role of a coach and the role of a trainer:

As a coach we …	**As a trainer we…**
Support others to learn	Are teaching
Help others to find their own answers	Provide the answers
Have a “partnership” interaction	A teacher/student interaction
Focus on the team member’s agenda	Focus on the trainer’s agenda
Know that the expertise is with the team member	Know that the expertise is with the trainer

When using training skills people gain 22% increase in performance or productivity. When training is blended with coaching skills there is an increase to 88% in productivity and performance.
(Personnel Management Magazine.)

Many people have the false impression that coaching is only about asking questions. The use of questions is only one of the five skills that must be developed to be an effective coach. These questions usually begin with “who, what, when, where, or how”. The questions cannot be leading and must be free of judgment. When the coach comes from a place of curiosity the results dramatically increase.

The questions will only be effective when using the skill of Heart-Centered Listening™. It is through the listening that the coach receives clarity on which questions to ask.

When the coach is using Heart-Centered Listening™ they are 100% present and therefore, are able to understand the meaning behind the words.

For more information on the additional three coaching skills visit the coaching center at www.dswa.org. To become a skilled direct selling coach, visit the DSWA Coach Excellence School at http://www.cms.dswa.org/node/53

Join Nicki and Grace Keohohou at the next direct selling business coaching school to be held in Phoenix, AZ October 22-25, 2012.

This article was submitted by: Nicki Keohohou. Nicki is the CEO and co-founder of the DSWA , is a Certified Business Coach with the Worldwide Association of Business Coaches and faculty member of the DSWA Coach Excellence School.

The Founders of the Direct Selling Women's Alliance, **Nicki and Grace Keohohou**. The Association offers a community where direct sellers enjoy 24-hour access to industry specific information and resources designed to help them successfully manage their home-based business. Discover this one-of-a-kind, all-inclusive business-building resource at www.dswa.org or contact them at info@mydswa.org

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