

Insight on Coaching – Guest Bio

Steve Gielda – Sales Performance Consultant

Introduction

Steve Gielda is a sales performance consultant/researcher who has been working with top sales management teams to improve the effectiveness of their coaching ability and thus increase the sales effectiveness of their sales teams. Steve's unique ability to help sales managers identify the strategic coaching process to drive business results has allowed companies to improve both top line sales revenue and bottom line profit. Steve lives in Clifton, Virginia where he enjoys spending time with his wife of 18 years and their 16 year old daughter. In his free time he enjoys writing music and playing the guitar.

Experience

Steve began his sales career as a cold call sales rep selling office equipment for Harris/3M. After achieving success as one of the top sales reps in the company he was promoted to sales manager and eventually became the top district manager in the company. After a 10 year career in the world of office products, he spent 5 years working with sales guru, Neil Rackham, creator of SPIN® Selling. For the past 4 ½ years he has been an independent consultant/researcher working with some of America's top companies like; Medtronic, Georgia Pacific, Time Warner, RR Donnelley, and J&J. As a result of his work with these companies he has:

- Help his clients create alignment between corporate goals and the 'on-the-job' behaviors of top sales managers
- Developed a strategic coaching process to help managers identify where specifically they should be spending the coaching time
- Instituted accountability and responsibility best practices to help sales managers remain focused on those critical behaviors which provide the greatest impact.

Education

Steve received his bachelors degree in Sales Marketing at Frostburg State University

Professional Affiliations, Publications and Recognition

Steve is an active guest speaker with Douglas Publishing's Competitive Advantage audio conference. He has published articles in magazines such as; Selling Power, Training, MX, Sales Promotions, Sales & Marketing Executive, and Modern Healthcare. Article titles below:

- "Building Value in the Healthcare Market"
- "Reading Minds"
- "Coaching and the Art of Asking Questions"
- "Sales Force Best Practices"
- "Coaching Sales Strategy"