

Teaching Moments III Session 9.3

Nov 3, 2016 (4-5:30pm)

Put Me In Coach...

The Use of In-Person and Remote Coaching to Enhance Student Performance



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Coaching & Active Learning

Learning by doing...active learning takes many forms in marketing and sales courses including cases, computer simulations, client projects and using technologies

Cost/Benefit challenge...faculty that value “experiential” projects are often challenged by the significant additional time and management requirements.

Coaching helps...Prior research (Rocco 2013) supports the performance benefits of coaching (e.g. AAR) students in active learning projects, but how does “remote” differ from in-person coaching?

Step 1: Partners in Tech

Introduce students to leading practitioner technologies within sales/marketing projects that offer “cloud based solutions.”



Step 2: Technology Infusion

Integration of CRM and Sales Acceleration Technologies Into Our Sales/Marketing Classes:

MKT 385 – Inside Sales

MKT 378/578 – Sales Strategy and Technology

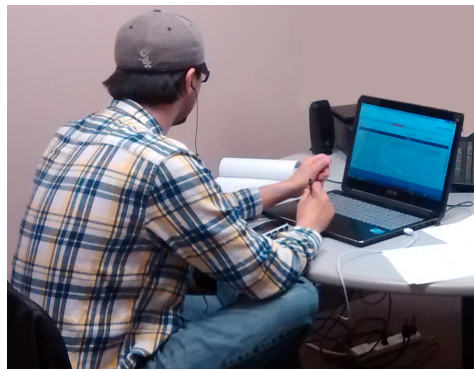
MKT 798 – Sales Management 2.0

Step 3: Virtual Transformation

Shift from use of “Dedicated” physical space and equipment...



To a “Virtual” model using technology...any place, any space, and any time.



Creating The Teaching Moment

Classes:

- An Undergraduate “Elective” Sales Class (*Inside Sales/Sports Sales*)

Class Sales Projects:

- **Live Sales Campaign...**Students sell for a professional sports team (event tickets)

Teaching Innovation:

- **Using Technology** Students are trained (2-3 hours) by the instructor/ company... and then leverage the latest technologies... to support their work on a real sales campaign/project...
- **Virtual Vs. "In-Person" Coaching** Coaching is offered during each student selling session.

Results

Class 1: Face-To-Face Coaching (control)

Class 2: Remote (Distance) Coaching

Sales Performance Difference: +4.45%

- **Project** 3 week “live” sales project
- **Equal treatment** Same technology, training, and selling time.
- **Difference: None...**an independent samples t-test revealed mean sales perf. differences were *not statistically significant* between “In-Person” and “Remote” coaching

Other Results:

- ***Flexibility*** physical call center to “virtual” call center approach
- ***Customized*** technology allows instructor access to more student data for enhanced coaching connects (record/playback, live assist, etc.) and can be done from office, home, etc.
- **Satisfaction with remote coaching**
 - Higher, but not statistically sign. difference: 4.7 vs. 4.9 (5.0 scale)
 - Enhanced qualitative: Liked schedule flexibility; more comfortable environment; etc.



Conclusion

Remote coaching is an equally effective alternative to traditional “in-person” coaching with additional benefits for BOTH faculty and students.



Thank You!

