

The Ultimate Sales Coaching Cheat Sheet

6 Steps to Launching a Sales Coaching Program

1. Move the middle

Too many sales leaders focus their coaching efforts primarily on their teams' top and bottom performers. The magic happens in the middle: you'd be amazed at the revenue impact if you get 5% lift out of each rep.

2. Set an objective

You should know the exact purpose of your 1:1s — and so should your reps. That level of transparency creates trust and holds both you and your team accountable.

3. Measure what matters

Give your reps specific metrics to track between sessions. Be sure those metrics are tied directly to the activities and behaviors you're trying to drive.

4. Get S.M.A.R.T. with your goals

Sales goals should be Specific, Measured, Attainable, Realistic, and Time-constrained. For example: 50 outbound dials per day. It's specific (50), measurable (tracked in your CRM), achievable (one dial per 10 minutes), relevant (warm leads become opps), and time-bound (per day).

5. Make an action plan

Goals should be part of a clearly communicated action plan. If the goal is: 10 new leads this week, the action plan may simply be the answer to: "What are the specific steps you'll take to make that happen?"

6. Be consistent

Every type of touchpoint in your program should be in the same format and scheduled on a frequent, recurring basis, so that your reps know what to expect and everyone comes prepared.

84%

of the most elite sales orgs spend adequate time coaching individual sales reps each month. Coaching is essential to culture and success.

7x ROI

For every dollar spent on business coaching, companies see a **\$7** return.

[Book a free demo today!](#)

 **AMBITION**

Ambition transforms sales teams into powerful revenue engines. We make it easy for sales leaders to draw smart insights from data, and to create a culture of success on the sales floor — so that every rep can drive revenue in a measurable, meaningful way.