

Cracking the Coaching Code

Simple Strategies to
Drive Sales Team
Performance Every Day



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Simple Strategies to Drive Sales Team Performance Every Day



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What We're Going to Chat About



How to Identify What to Coach Your Reps On



How to Drive More Quota Attainment Through Consistent Coaching



How to Leverage Your Unicorns to Ignite the Fire on Your Sales Floor



The Top 3 Things Your 1:1s Must Have to Accelerate Coaching Momentum

What Stops a Manager from Coaching



Don't Know What
to Coach On



Don't Believe it Drives
Results



Unsure How to
Replicate Top
Performer



What Should You Coach On?

Pick a method, roll out a process, and make sure they're sticking to it

1. Identify a Methodology



Pick a “Classic”
Methodology:

1. Sandler Selling
2. Challenger Sale
3. MEDDIC



Hire a Trainer:

1. Dan Smith -
Winning by Design
2. Josh Braun
3. MJ Hoffman



7 Steps of a
Cold Call



2. Measure Against Process Adoption



3. Improve Technique Within That Structure



How to Drive More Quota Attainment Through Consistent Coaching

Pick your process

Drive Quota Attainment Through Consistent Coaching

1-4	Steps
✓	Have you had the coaching session?
✓	Is it documented?
✓	Is it tied to data?
✓	Is the data tied to quota attainment?

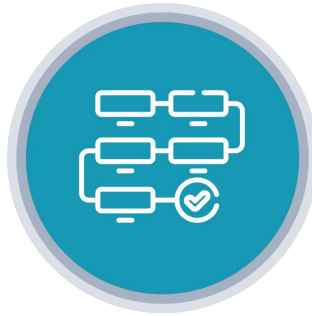
What To Coach For Quota Attainment



Activity
Metrics



Quality of
Email



Right
Accounts



Right
Person



Right
Timing

Process To Coach For Quota Attainment

1

Provide Email

2

Give Context

3

Provide Buyer
Persona

4

Rank Themselves
Against 7 Pillars
& 7 Deadly Sins

5

Reasoning Behind
the Ranking

6

2 Things Done Well
2 Areas of
Improvement



How to Leverage Your Unicorns to Ignite the Fire on Your Sales Floor

Replicate your winners' behavior

Leverage Your Unicorn



Your Team Wants to Hear From the Unicorn



Team Based Competitions



What To Look For In Your Unicorn

Identifying Top Talk Tracks

- Buyer Personas
- 30s Commercials
- Objection Handling

Identifying Their Process on Hunting Accounts

- No. of Accounts /Day
- No. of Contacts/Account
- Time Blocks

Identify Triggers They're Leveraging to Surface Buyer Intent

- IPO
- Funding
- Dark Funnel
- Hypergrowth
- Exec Churn
- Content Downloads
- Webinar Attendees
- Event Attendees

Identify Follow Up & No - Show Process

- No - Show Prevention
- Post No - Show Reschedule
- Multi - Thread Process

Identify Side Behaviors

- Listening to AE Calls
- Cross - Departmental Collaboration
- Networking
- Training/Coaching/Executing balance



Top 3 Things You Need in Your 1:1s

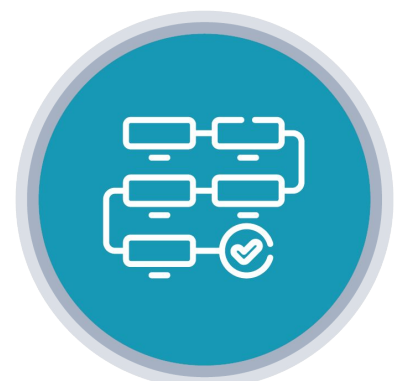
Top 3 Things You Need in Your 1:1s



Real-time
Performance vs. Goal
Attainment



Current Initiative
Progress



Commitments +
Action Plans

Q&A





7 Steps for a Cold Call



Email Becc
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Ready to Crack the Code to Your Coaching?

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