

# Coaching Is The New Management

How A Coaching Approach To Sales  
Leadership Is Changing The Game




 AMBITION

**PRESENTER**



**Brian Trautschold**  
CO-FOUNDER |  **AMBITION**

# **SALES MANAGEMENT IS UNDERGOING A MASSIVE TRANSFORMATION**

-  ANNUAL VIEW INTO  
QUOTA PERFORMANCE
-  ANNUAL PERFORMANCE  
REVIEW
-  ANNUAL GOAL-SETTING  
AND CAREER-PATHING



# SALES MANAGEMENT IS UNDERGOING A MASSIVE TRANSFORMATION





**THE FUTURE? .**  
**COACHING.**



# MODERN SALES COACHING

REAL-TIME  
VISIBILITY

CONTINUOUS  
FEEDBACK +  
RECOGNITION

GOAL ALIGNMENT +  
STRUCTURED  
DEVELOPMENT

TRANSPARENCY

ACCOUNTABILITY

MOTIVATION

RECOGNITION

DEVELOPMENT



# SO HOW DO WE ENABLE MANAGERS TO BECOME GREAT COACHES (AND CREATE POWERFUL CULTURES)?

1. Get Aligned (Hint: You Need Sales Enablement)
2. Automate The Hard Stuff – Focus On Your People
3. Build Your Toolbox + Activate Your Team





**SALES COACHING:  
WE MUST GO  
BEYOND THE 1:1**







# THE RISE OF SALES ENABLEMENT

a.k.a. Maintaining an aligned +  
performant organization



**Sales enablement is  
here to stay**





# THANK U FOR BEING A FRIEND



# AND DEVELOPMENT MATTERS

TEAM LEAD



SDR



AE



MANAGER



EXECUTIVE







# AUTOMATE THE HARD STUFF

a.k.a. Real-time insights

a.k.a. Do I know what's happening on the  
floor at all times?



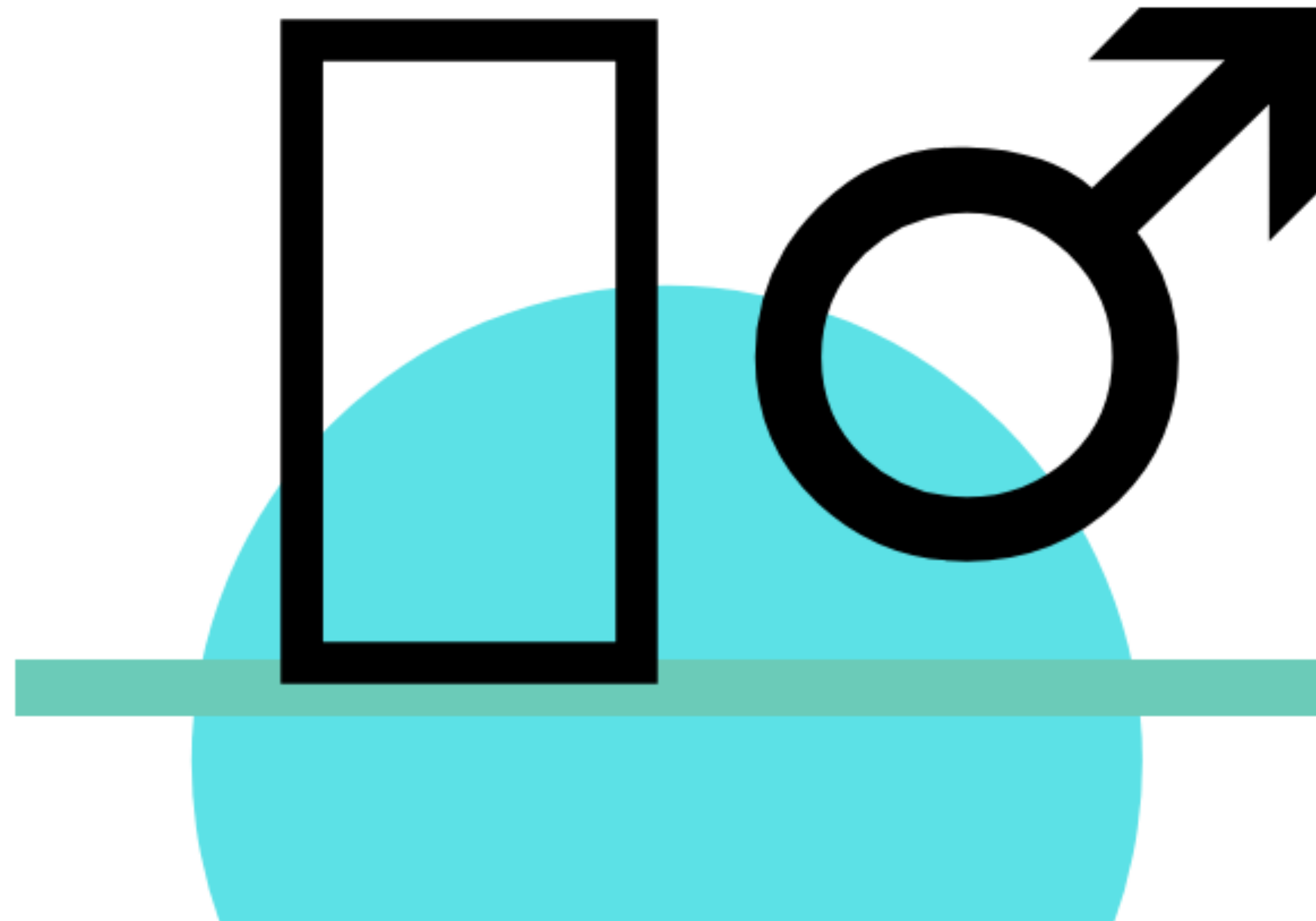
# DATA, DATA EVERYWHERE

**Today's leaders can access:**

- What reps are doing
- How well it's working
- Where they can do better



# BUT DATA WITHOUT INSIGHTS?



# ACTIVITY SALES METRICS

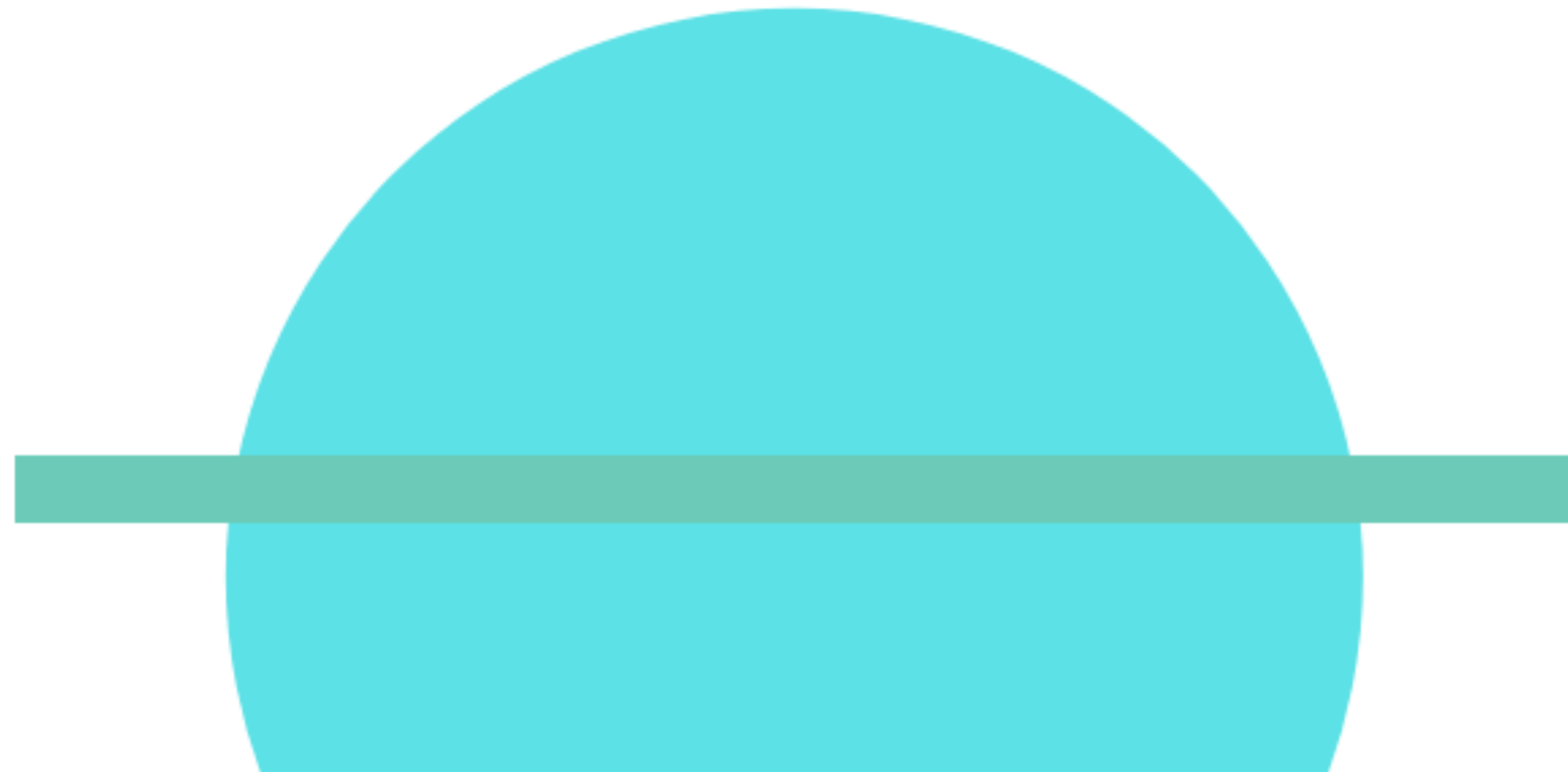
THE DAILY HUSTLE: DIALS, MEETINGS SET, SOCIAL OUTREACH





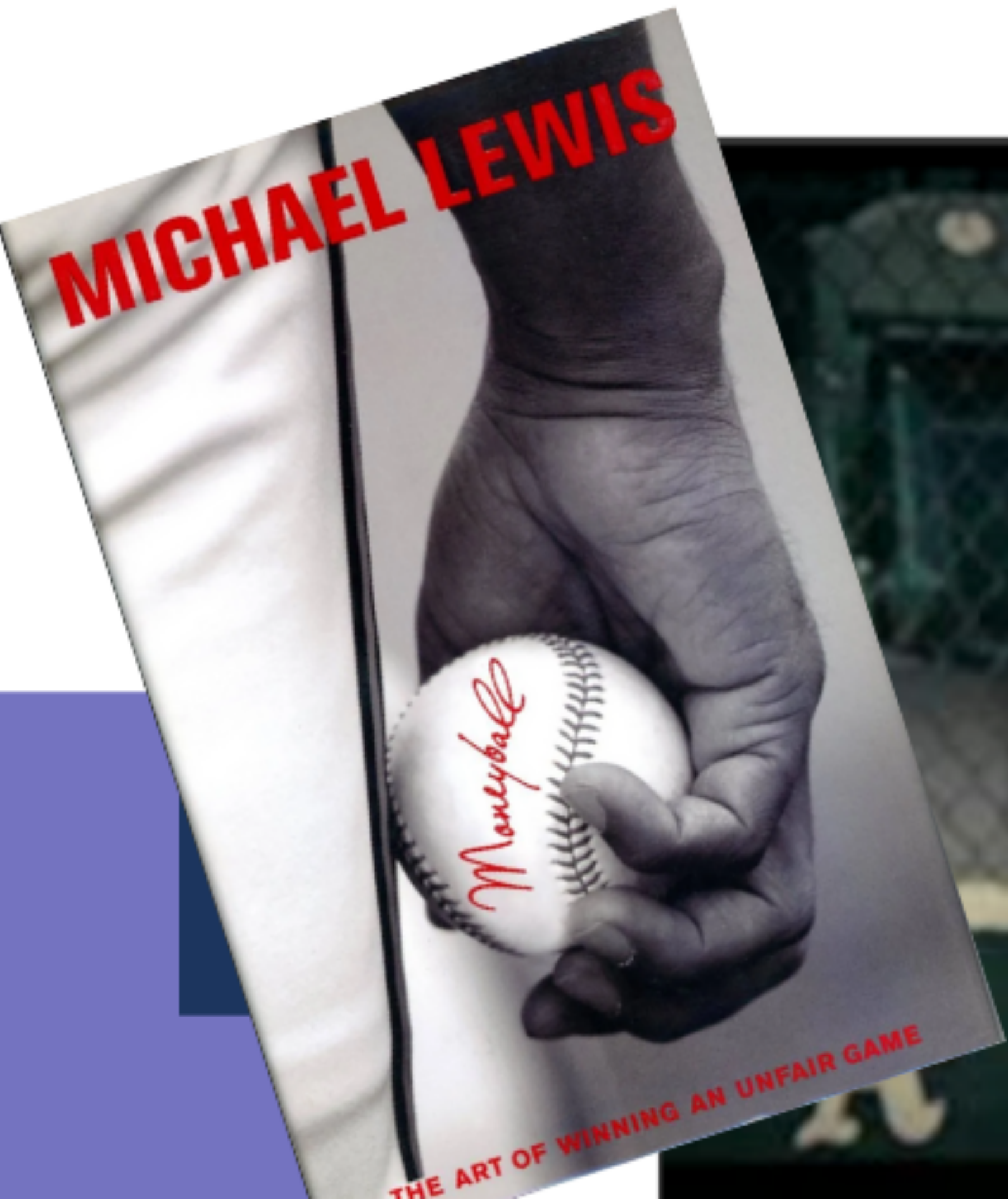
# OBJECTIVE SALES METRICS

LONG-TERM OUTCOMES: REVENUE, GROWTH, CLOSED/WON



# MONEYBALL SALES METRICS

"I HATE SPORTS OR DON'T REMEMBER MUCH FROM 2003 - WHAT'S 'MONEYBALL'?"





# MONEYBALL SALES METRICS

REVEAL CRITICAL VALUE AND HELP LEADERS ASSESS REP SKILL & STRATEGY



# MONEYBALL SALES METRICS

## EXAMPLES:

- How many calls turned into conversations?
- How many of those conversations turned into scheduled meetings?
- How many of those scheduled meetings end in a sales qualified lead?





# GLOBALTRANZ®

FREIGHT DRIVEN BY TECHNOLOGY



Kim Hughes | Sales Operations



“I need X number of meetings booked every month...”

vs.



“I need X calls dialed because I know my conversion rate of calls dialed to meetings booked.”



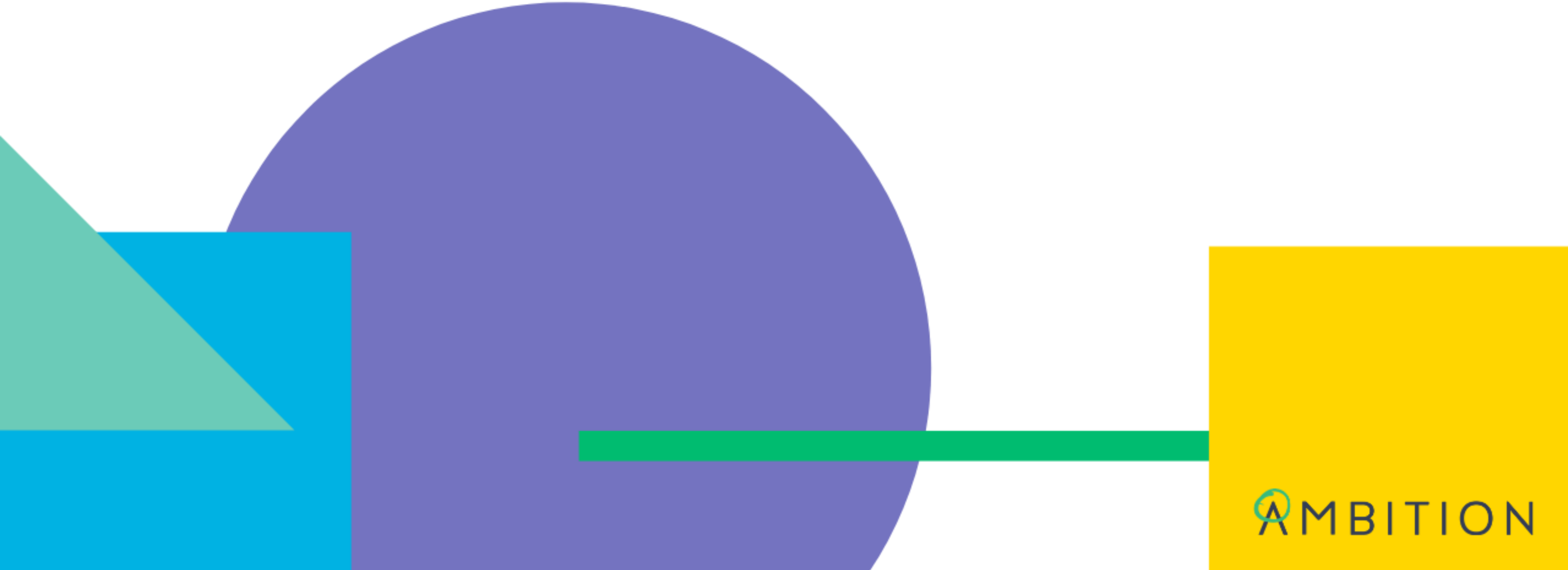


# **BUILD YOUR ACTIVATION TOOLKIT**

a.k.a. Kick your culture into high gear



# INSPIRE BEHAVIOR CHANGE



 AMBITION

**CELEBRATE WINS (PUBLICLY)**





32%

VISIBILITY INTO NUMBERS





# 41%

OF COMPANIES THAT USE PEER-TO-PEER  
RECOGNITION HAVE SEEN POSITIVE  
INCREASES IN CUSTOMER SATISFACTION



30%

REPS THAT SAID THEY DO NOT GET  
VISIBILITY DAILY INTO THEIR NUMBERS



# 1:1 DRIVE DEVELOPMENT







# **MORE THAN 1 IN 4 REPS ARE IN A 1:1**

1. Weekly
2. Bi-weekly
3. Monthly
4. Less than monthly



**MORE THAN 1 IN 4 REPS ARE IN A 1:1  
LESS THAN MONTHLY**

**10-12  
HOURS  
PER  
WEEK**

AVG. TIME  
MANAGERS SPENT  
WITH SFDC REPORTS  
& DASHBOARDS

**TL;DR**

TIME SPENT DIGGING  
THROUGH BINS OF  
DATA IS TIME TAKEN  
AWAY FROM TASKS  
THAT ACTUALLY  
MATTER.





# TEXT WINS TO 33777

For Ambition's  
Coaching Template

 AMBITION



**IGNITE THE  
COMPETITIVE SPIRIT**



# DEMANDBASE

SDRs relied too heavily on email & historical data showed more calls would produce more qualified leads, faster.



**"Fantasy Football"  
competition**



Jay Tuel | VP, Sales Development





# 31x

INCREASE IN MEETINGS BOOKED



DEMANDBASE



Tight partnership with  
sales enablement

24/7 insights

Activation toolkit

**LET'S TAKE  
COACHING  
BEYOND  
THE 1:1  
IN CLOSING**

