

FINDING A STRATEGY AROUND

MEASURABLE SALES COACHING

& Conducting Better 1:1s

WE'RE ALL TALKING ABOUT BAD COACHING

- ☹️ Coaches aren't consistent
- ☹️ Coaches aren't prepared or trained to coach
- ☹️ Coaches aren't spending enough time coaching

OK, SO WHAT IS GOOD COACHING THEN?

1 What do we talk about?

- What really is a 1:1? And what makes one good?

2 What's the frequency?

- How often do I coach?
How long are the sessions?

3 What's the playbook?

- Access to tactics and levers

4 Success metrics

- How do I know if my coaching is working?
What are my metrics?

1: MATERIAL TO COVER


Observation

- What did you do well here?
- What did you like about this call?

Reflection

- What is one thing you would do differently?
- What brought you success?

Application

- What will you try differently on the next call?
 - What skill are you going to work to improve and how?
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2: FREQUENCY

1:1s

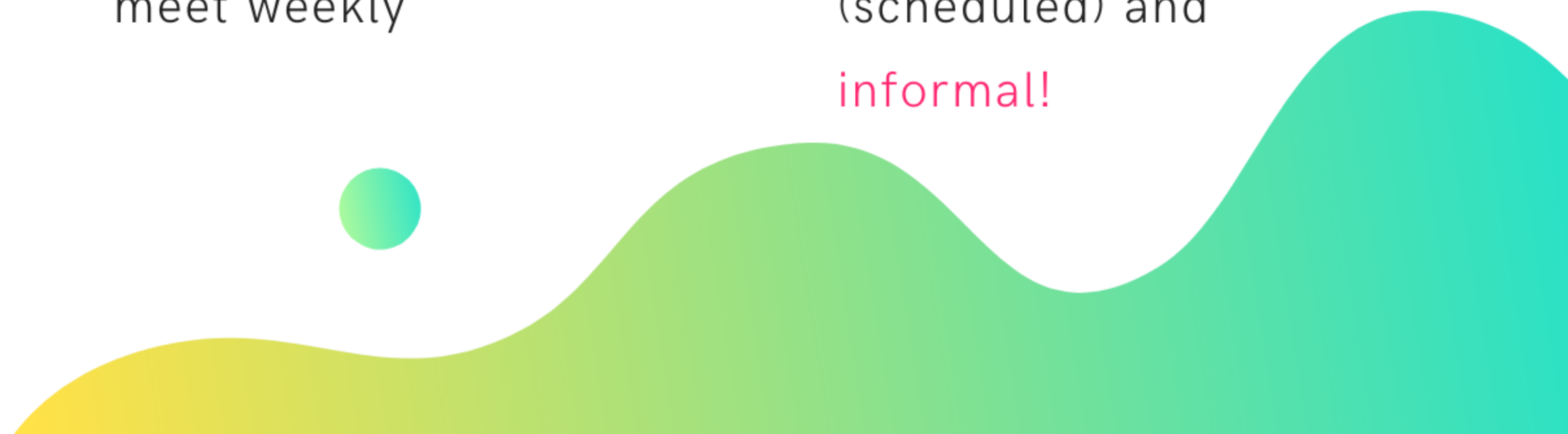
- Top performing teams meet **every other week**
- Average performers meet weekly

Team meetings

- Top performing sales teams have **monthly** team meetings
- Average performers meet weekly

Real-time sessions

- **Every day** provides real time coaching opportunities
- Good coaching is both formal (scheduled) and **informal!**



3: COACHING PLAYBOOK

Meetings

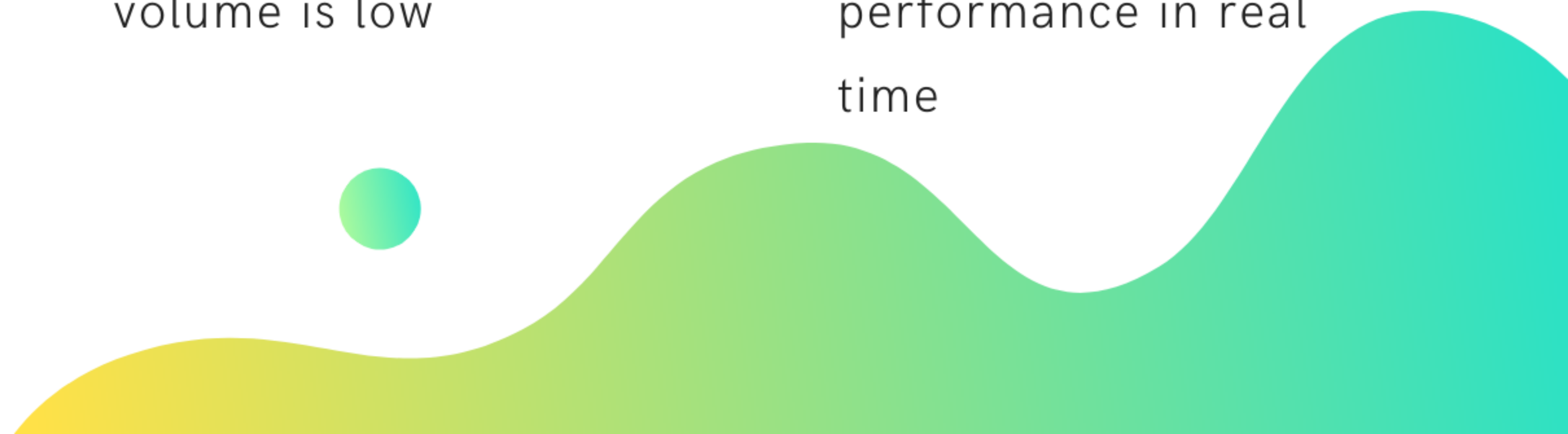
- Holding consistently scheduled 1:1s can improve performance 15%
- Team meetings should be documented just like 1:1s. Leverage team wide goals

Gamification

- Use real-time leaderboards to recognize reps
- Competitions can be launched when volume is low

Analytics

- Attribute metrics to your coaching sessions
- Schedule alerts to monitor performance in real time



4: SUCCESS METRICS

What are examples of coaching metrics?

Activity

- Call reviews
- 1:1s
- Team meetings
- Contests created

Objectives

- Improved connects to meetings set ratio for the team
- Improved % lift in overall activity

Results

- % of reps to quota not just team to quota
- Average order value
- Retention
- Expansions
- Quota

Coaching drives performance improvement through obtaining more discretionary effort and improving skills

Relationship

- Building relationships is essential to get your team to give discretionary effort

Complexity

- You have to challenge and push your team and not allow complacency

Culture

- Studies have shown culture comes first and the deals will follow

Data driven

- Allowing data to influence coaching allows you to get the greatest ROI, but it isn't the ONLY thing coaches should lean on

TEXT SCORE TO 33777

For a downloadable manager scorecard
template

