

Checklist for Remote Sales Coaches



Structure

Structure will help your remote team stay connected. Weekly 1:1s aren't enough. Set up consistent, frequent check-ins — and don't be afraid to mix it up! Natasha Sekkat, VP of Sales with Panera, runs monthly all-hands meetings as well as more casual brown bag lunches for their team.

Whether it's an international team of 1000s or 3 people in 3 different rooms, remote sales is an art and a science.

Luckily, the pros at Panera Bread and Factor8 consulting shared some tips with us!



Culture Fit

It's always important to hire people who espouse your values and buy into your mission. But with remote reps, you've got fewer opportunities to cultivate that, so hire people who "get it" from the get-go.

Remote-Friendly Tech:

Communication Messaging & Video

Tools like Slack that enable real-time messaging and collaboration are a must. The same goes for video software, like Zoom. Whenever possible, skip the phone and turn your webcam on.

Recognition Triggers & Alerts

Real-time alerts (that integrate with Slack) allow you to publicly shout-out and celebrate reps. It's a major culture win, especially when you can't give an in-person high-five.

Motivation Sales Gamification

Keep your team engaged and amped up by running **sales contests**. Team competitions are especially useful in a remote environment to foster connection and collaboration.

Development Sales Coaching Software

Sales coaching software makes life easier for remote sales managers. Automate sessions, track conversations, and tie action plans to KPI data, so you can maximize your 1:1s.

Learn more about how Ambition powers distributed teams:

ambition.com/demo

