

# My Plan for Sales Coaching

Here's a list of common coaching activities to help you target what you'd like to do with your team. Select the strategies and tactics you want to use and fill in any of your own that you'd like to do.

## OVERALL

*I will focus on...*

- Leading effective group coaching and sales meetings
- Leading effective 1-on-1 coaching conversations
- Updating the rhythm of meeting and interactions with my team

*...the following sales coaching roles:*

- Motivating my team
- Focusing my team's efforts on the right actions
- Helping my team concentrate and execute
- Advising my team on success in specific areas
- Developing my team's sales skills and competencies
- \_\_\_\_\_

## MOTIVATE

*I will work with my team on...*

- [Calendaring Investment TIME](#)
- [Building goals, and quarterly and monthly objectives](#)
- [Implementing a success-driving morning routine](#)
- Practicing positive self-talk
- Saying, "3...2...1...Go!"
- Developing shared goals to boost team spirit
- \_\_\_\_\_

## DEVELOP

*I will work with my team to...*

- Build professional development plans
  - Review development plans at least quarterly
  - Implement/apply recently rolled out training initiatives
  - Take advantage of training opportunities our company makes available
  - Push them out of their comfort zones to try new things, practice new skills
  - Drive professional development as a regular agenda item during sales meetings
  - Onboard new team members in a focused, consistent way that maximizes their time to success
  - Encourage knowledge sharing across the team
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## FOCUS

*I will work with my team on...*

- Planning and tracking actions weekly with an accountability partner
- Having a clear "Do Differently" plan for each person
- Putting their [Greatest Investment Activities](#) (GIAs) first
- Being impossible to distract
- Saying "No" as appropriate to maintain focus
- \_\_\_\_\_

## EXECUTE

*I will work with my team on...*

- [TIME Sprinting](#) for increased productivity
- Saying, "3...2...1...Stop!"
- Structured problem solving individually and/or as a group
- Increasing accountability in team meetings
- Implementing commitment contracts
- Leading effective group coaching and sales meetings
- Leading effective 1-on-1 coaching conversations
- \_\_\_\_\_

## ADVISE

*I will work with my team on...*

- Win Labbing their opportunities, averaging \_\_\_\_ Win Lab discussions per week with each seller
  - Creating and executing world-class [strategic account plans](#)
  - Driving maximum pipeline growth through driving prospecting execution
    - Making sure their pipelines are tight and solid with regular deep reviews
    - Focusing on the pipeline opportunities most worth their time (i.e., manage pursuit intensity)
    - Solving everyday problems and issues with [4 States of Structured Problem Solving](#) discussions
    - Tackling difficult performance issues with 4 Stages of Structured Problem Solving discussions
    - Ensuring they understand and use the selling tools and resources available to them
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