



THE SALES COACHING TEMPLATE FOR HIGH-PERFORMING TEAMS

There are “random acts of coaching,” and then there’s high-impact coaching – the kind that motivates your team AND shows up in dashboards. Learn the 5-point framework elite sales managers use to get their coaching to pay dividends.

STEP 01: FOCUS ON ONE AREA PER QUARTER

For your coaching plan to deliver results, go deep in one area rather than shallow across the board.

Tactical Coaching

This is coaching 101: You and your reps will focus on your sales technique to boost win rates.

Strategic Coaching

Don’t just coach on calls, coach on deals. Strategic coaching helps your reps proactively counter deal-breaking risks.

Personal Coaching

Help reps shake off a bad call, keep their momentum throughout the quarter, and set them on an unstoppable winning streak.

STEP 02: IDENTIFY COACHING OPPORTUNITIES

Use data to identify weak points: conversion at deal stage, deal cycle length, forecast accuracy, or low activity.

Tactical Coaching

Tactical coaching moves the needle for your reps in these key areas:

1. Light discovery
2. Poor objection handling
3. Low activity

Strategic Coaching

Strategic coaching delivers big results for your team's pipeline:

1. Account strategy
2. De-risking pipeline
3. Competitive deal playbook

Personal Coaching

Personal coaching builds a winning mentality and momentum:

1. Grow confidence
2. Boost motivation
3. Encourage self-coaching

Your coaching opportunity: _____

STEP 03: BUILD YOUR COACHING PLAN

Give actionable frameworks to your reps so they can replicate winning behaviors.

Tactical Coaching

Give reps a framework to replicate success based on where problems are showing up:

1. Light discovery

- Too many rapid-fire questions
- Too few open-ended questions
- Dominating the conversation

2. Poor objection handling

- Not clarifying objections
- Steamrolling objections
- Low talk track adoption

3. Low momentum

- Not driving next steps
- Lack of follow up
- Low prospect

Strategic Coaching

Strategize with your reps to find your path to close:

1. Account strategy:

- How are we engaging decision makers?
- What's our next best step?
- What compelling event (on the buyer side) are we using?

2. De-risking pipeline:

- What main risks are present in our deals?
- How can we get ahead of those?
- What is our contingency plan?

3. Competitive deal playbook:

- How are we positioning vs the competition?
- What's the context of this particular deal and how does this impact our approach?

Personal Coaching

Support your team to improve rep productivity:

1. Grow confidence:

- What was the high point of the week?
- What's the toughest part of your sales cycle today?

2. Boost motivation:

- What are you trying to achieve in this [deal/call/activity]?
- What would it mean to you if you could achieve this?

3. Encourage self-coaching:

- Where are you trying to improve?
- What new techniques are you learning?

Your framework: _____

STEP 04: BACK IT UP WITH DATA

Measure your coaching's impact against specific goals rather than overall revenue and pipeline numbers

Tactical Coaching

Example #1

Light discovery:
Dominating the conversation

Goal:
40% talk time on discovery calls

Example #2

Poor objection handling:
Steamrolling objections

Goal:
Improve patience score by 1.5 seconds

Example #3

Low momentum:
Not driving next steps

Goal:
Set 5 minutes to review next steps at the end of every call

Strategic Coaching

Example #1

Account strategy:
How are we engaging decision makers?

Goal:
Schedule 3 C-suite calls per week

Example #2

De-risking pipeline:
What main risks are present in our deals?

Goal:
Engage 5 prospects per account

Example #3

Competitive deal playbook:
What's the context of this particular deal and how does this impact our approach?

Goal:
Use customer references for deals stuck in Stage 4 for more than 2 weeks

Personal Coaching

Example #1

Grow confidence:
Low response rate from prospecting

Goal:
Send 10 highly personalized outreach emails per week

Example #2

Boost motivation:
Win rate is decreasing

Goal:
Get all prospects at Stage 4 to agree to a mutual action plan

Example #3

Encourage self-coaching:
Learn new techniques

Goal:
Listen to 15 calls from teammates

Your goal: _____

STEP 05: TRACK TEAM PROGRESS

This will show you if reps are adopting new frameworks and if they're coming into other problems preventing them from reaching their goals.

Is progress slow to show up:

- Why?
- What did you learn?

Is progress stagnating:

- Can we combine the approach from our coaching plan with another action to further increase results?
- What other levers can you pull to get to goal?

Is a new problem coming up:

- Has the plan had unintended consequences?
- How can you address this new challenge?

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