THE SALES COACHING TEMPLATE FOR HIGH-PERFORMING 1:1s

Take your coaching superpowers to the next level with this all-thrills no-frills template for uber-successful sales 1:1s.

MOTIVATION: AIM FOR SELF-DISCOVERY

DO:

Start your 1:1s with a quick temperature check. This allows you to adapt your coaching so it's well received and most effective.

DON'T:

Dive right into pipeline. Sidestep the "updating CRM out loud" trap and open up your 1:1s to missed coaching opportunities.

HOW TO DO IT:

- How did last week go?
- *Follow up:* Okay, now how did it really go?
- What are you trying to achieve in this [Deal/Call/Activity]?
- *Follow up:* What would it mean to you if you could achieve this?

DEEP DIVE: PICK AND RUN

DO:

Highly effective 1:1s go deep into one of two key focus areas. Pick one and make the most of the time you have to pick it apart.

DON'T:

Play the game of catch-up by asking questions like "*Who are you talking to?*", "*What did you talk about?*", or "*What's the next step?*" Find out the answers before your 1:1s to avoid cutting into coaching time.

HOW TO DO IT:

Call coaching

For skill development sessions

– What about this [Discovery Call/Demo/Closing Call] didn't go as planned?

– Why do you think [Discovery Call/Demo/Closing Call] didn't it didn't go as planned?

– *Follow up*: If you could go back, and do [Discovery Call/Demo/Closing Call] again, what would you do differently?

– *Follow up*: How are you going to ensure you [Ask more questions/Handle this objection/Set next steps/Other] next time?

Deal coaching

Deal coaching

– Why *wouldn't* this deal close this month?

– *Follow up*: How do we get ahead of this?

– Why does the buyer need to sign this month?

– *Follow up*: How do we turn this into leverage and drive urgency?

– Let's play devil's advocate *together*: what about our plan could possibly go wrong?

ACTION ITEMS: STAY ACCOUNTABLE

DO:

Agree on a shortlist of goals to achieve in the week. Work to set these goals together, and on how to track and measure progress.

DON'T:

Set arbitrary goals like convert X deals to Stage Y. Reps should have a hand in setting their goals for the week, allowing you to gage their confidence (or overconfidence) and set them on the path to achieving them.

HOW TO DO IT:

– What are your three most important goals for next week?

– *Follow up*: When we come back next week, we agree these goals will be done?

– *Follow up*: Here is what people exceeding their goals are doing (show metrics). What's your goal? What stands in the way of hitting it?

BONUS TIP: BONUS TIP:

DO:

Keep a running doc to add agenda items throughout the week and keep track of weekly goals.

DON'T:

Overthink it. A shared doc will do just fine.

HOW TO DO IT:

– What was our goal for last week? For example: Activity-based (# of calls), Quality-based (Conversion rate), Impact (Pipeline generated), Deal specific (Get the DM in a meeting)

– What progress has been made?

– How do you think it went?

Coach With Data

Follow Gong on LinkedIn to get the latest ground-breaking data to drive your coaching sessions.