

5+ SALES COACHING TACTICS TOP MANAGERS USE TODAY (AND HOW AI HELPS)



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JOIN US AGAIN!



30-min
Tip-rich
Served Monthly
Rep & Mgr
Free!

Upcoming Workshops

- 5 Ways to Modernize Your Consultative Selling
- March 18th, 2026 @ 1pm ET
- How to Make Sales Training Stick and Drive
Behavior Change - April 16th, 2026 @ 1pm ET

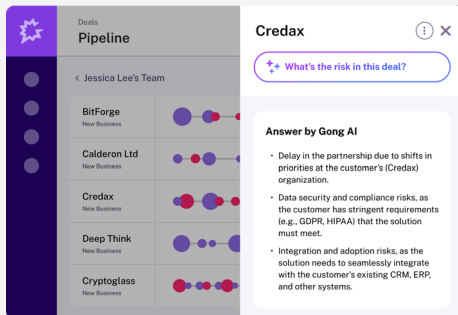


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GONG #1 AI Operating System for Revenue Teams

Power your revenue engine with AI

AI applications purpose -built for revenue teams, with tuned agents powering your workflows.



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50% of the Fortune 10 run on Gong

Built on responsible AI and safeguarded with enterprise -grade security, reliability, and transparency



Learn more at gong.io

BE THE TOP COACH AND MANAGER AT WORK!

SALES MANAGEMENT CERTIFICATION

Manager, Team Lead, Director

RESULTS:

- ✓ Better coaching results
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15 COURSES:

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TAKING TIME TO BE A GREAT COACH IS HARD

Making Great Coaches

Climbing Mt. Everest

Quitting smoking

Giving birth

Getting my mother in law online

Public speaking

Shifting service agents to outbound sales

Getting my 6 year old to go to bed AT BEDTIME

Making former top sellers into great coaches

Getting millennials to make outbound dials

DOES COACHING *REALLY* GET ALL THESE RESULTS?

- Higher engagement
- Better employee retention
- **Higher sales results**
- Culture improvement
- Bonding with manager
- Build commitment
- Optimize strengths
- **Feels good**
- Shows support
- Promote learning culture
- Develops growth mindset
- **Keeps your house clean**
- Clarifies expectations
- Builds rapport
- **Form stronger relationships**
- Creates shared vision
- Leads to self actualization
- Builds value
- Produces better goals
- **Improve motivation**
- Makes emotional connections
- Forms stronger teams
- Increase company revenue
- Improves communication
- **Increase productivity**
- Reduces turnover
- Fosters productive work
- Corrects poor performance
- Develops employee competence
- Create safe environments
- Make work fun
- Improve accountability
- **Fix male-pattern baldness**

BLAME THESE GUYS



Who is the best coach of all time?

SALES SHOT #1



Alignment on
what it is!

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Define It!



coaching

noun [koh-cheeng] *English*

A collaborative, future-focused process to help you achieve your goals and develop your full potential.

A series of conversations that encourage new insights, deepen learning, and accelerate growth.

A photograph of a middle-aged man with grey hair, wearing a white short-sleeved shirt and a dark tie, sitting at a dark wooden table. He is looking towards the camera with a slight smile. On the table in front of him is a glass of water with a lime wedge. The background is dark and out of focus, suggesting an indoor setting like a restaurant or office.

76% of
Mangers
say they coach 3-6+ hours / month.

Only 48%

of reps agreed with this statistic.



COACHING DEFINITION:

Ongoing **development** method used by leaders using **questions** to **inspire** + deliver **personal feedback** on **skills**.



**THAT'S
NOT
COACHING!**

THAT'S
NOT
COACHING!

Hey Man, is the Gong
deal going to close?



**THAT'S NOT
COACHING!**

THAT'S
NOT
COACHING!

Dial me into the call. Let
me help you close this.



**THAT'S NOT
COACHING!**

THAT'S
NOT
COACHING!

Great Call. You scored
80% on the QA form.



**THAT'S NOT
COACHING!**

THAT'S
NOT
COACHING!

CHAT:
You sound great!
Ask about budget!?



**THAT'S NOT
COACHING!**

RECALL

Asking Vs. Telling



SALES SHOT #2



Good coaching defined
by questions

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LEADERS WHO ASK MORE,

GET MORE.

—

**“WHAT ARE
YOU MOST
PROUD OF ON
THAT CALL?”**

BEATING COACHASTROPHIES: I DO ALL THE TALKING

LEARN TO SPEAK COACH



Pushed right past gatekeeper without gaining any information



What made you decide to skip over the gatekeeper?



Horrible Intro. Way too long!!



How did the DM react to your introduction? Do you think he was fully tuned in at the end?



Totally threw up features on the DM



What were you hoping the features would accomplish in that moment?



Walked RIGHT PAST a buying sign!



What did you notice when they gave that buying signal?

TIP: Think of your Rep as your Customer!

STEAL THESE QUESTIONS!

**“TELL ME
ABOUT A TIME
YOU HAD TO
DO SOMETHING
SIMILAR?”**

**“LET’S PRACTICE
THIS, DO YOU
WANT TO BE
THE REP OR THE
CUSTOMER?”**

SALES SHOT #3



Only One

www.factor8.com



JUST
ONE
THING

COACH ONE THING MULTIPLE TIMES,
NOT MULTIPLE THINGS ONE TIME.

**“WHAT ONE
THING IS MOST
IMPORTANT TO
WORK ON?”**



Implementation Intention = A singular focus w/ a plan is 2-3x more effective to build a new habit

ALIGN YOUR COACHING FORM

✓ WILL (ATTEMPT)

✓ SKILL (SCORE)

✓ STRENGTHS (3)

✓ FOCUS AREA (1)

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COACHING FORM | PROSPECTING

sales
THE BAR

INSTRUCTIONS:

Assess & coach calls for both **WILL & SKILL**. First, mark Y/N or X for N/A if the skill was attempted on the left (**WILL**).

Next, mark Y/N/X if the result on the right is achieved (**SKILL**).

Then rate the skill 1-3. If a rep scores below a 2, consider it for the WINS & assign the related class.

1 = NEEDS WORK 2 = COMPETENT 3 = HIGHLY SKILLED

SKILL AREA	(WILL) Attempted / Not Attempted	Y/N X	(SKILL) Are these results achieved?	Y/N X	1 2 3	Class to Assign
Data Quality / Account Depth	Seller proactively speaks with "live bodies" to capture new prospects and information (vs. trying to bypass)		New contact information is regularly captured for prospects accounts and added to CRM			Capture Contacts
	Sales representative makes multiple efforts to engage and get bonus info or additional contacts		Contact info fully captured including full name, title, role and contact info			
Voicemails	Voicemail was left		The receiver will have a positive impression of the rep / brand			Messages That Get Returned
	Voicemail was short and compelling		Reviewer will be tempted to call back			
Call Opening	Call introduction answered who are you, what do you want, and why the customer should care		Customer was engaged - allowed rep to finish and began conversation			SWIFT Introductions That Work
	intro was focused on value to customer (vs. the rep) and got customer talking		Customer engaged in conversation and did not immediately brushoff / dismiss			
Dismissals / Brush-Offs	Rep responded to customer dismissal pleasantly - not defensively		Customer did not get defensive or hang up			Overcoming The Brush-Off
	Rep handled the dismissal differently than an objection and re-engaged the customer		Customer re-engaged and the conversation continued			
Value Props	Statement addressed who we are and why they care		Customer showed signs of understanding the company / product / service			SWIFT Value Statements
	Statement was short and customer-focused, not sales pitch		Customer didn't disengage			
Engaging / Rapport Building	Rep demonstrated curiosity and interest in the customer and business		Customer engaged in the conversation and talked about their business / situation			Engaging Your Customers
	Rep used active listening and question techniques to engage the customer		Customer talked more than the rep, gave deeper information and would reflect positively on the call			

Circle skills to attempt next time

Circle results to focus on next time

0 Avg Rating

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SALES SHOT #4



Coach in the right
window

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Different Reps, Different Timing

LEADERS WHO *ASK* MORE,

GET MORE.

Live vs Post Call vs Delayed 1:1 Right Timing = Better Behavior Change



Live
(during call)



Post-Call
(right after)



Delayed 1:1
(later)



Best for: new reps +
high-risk moments

Goal: instant correction +
confidence

Rule: 1 quick nudge
max



Best for: Most reps

Goal: Capture learning while it's fresh

Sweet spot: 2–10 minutes after the call



- 1 What are you most proud of on that call?
- 2 What ONE Thing would you change?
- 3 Would you like to practice it?



Best for: Tenured reps

Goal: Skill-building + practice

USE: The topic needs depth



WHICH TIMING SHOULD I USE?

New Rep: Live + Post-Call

Tenured Rep: Post-Call +
Delayed 1:1

Complex Topic: Delayed 1:1



SALES SHOT #5



What do you think?

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Coaching + AI



Call Calibrations Take Too Long

- 1-2 calls per session
- Hours of prep scanning recordings

- Reps zone out during slow parts



The Result: More Coaching, Less Prep

- 3-5 calls per session (vs. 1-2)
- Jump straight to the moments that matter
- Reps stay engaged, leaders see coaching live



AI Supports. Coaches Lead

AI: Finds the moments

You: Facilitate the
conversation



AI doesn't replace coaching. It makes the coach more prepared.

I still lead the calibration. AI just helps me show up more prepared.



BONUS SALES SHOT



This one is
on the house

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Coaching Structure



TRY THE COACHN MODEL FOR DELIVERY!

STEP	DESCRIPTION	MY LINE
C	<u>C</u> LARIFY EXPECTATIONS	<i>Based on our conversation last time, I'm expecting to hear you opening up the gatekeepers and gaining information.</i>
O	<u>O</u> BSERVED BEHAVIOR	<i>I heard you try at least three techniques to build rapport with her. Nice job.</i>
A	<u>A</u> SK QUESTIONS	<i>Why do you think you were shut down? What else have you tried? What will you do next? What do we need to work on?</i>
C	<u>C</u> OMMIT TO ACTION/IMPROVEMENT	<i>I love your suggestion to ask for the sales department the next time you get shut down by the gatekeeper. That should help you get something of value out of each call. We all know how much salespeople like to talk, right?</i>
H	<u>H</u> OW CAN I HELP?	<i>Shall we give it a try? I'll be the gatekeeper...</i>
N	<u>N</u> EXT STEPS	<i>I want you to complete this WINS form with our focus area and email it to me by end of day. We'll meet up again next week same time.</i>

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RESULTS YOU CAN EXPECT!



Catavolt

21% Increase In ARR

23% Increase In Sales
Conversion!

*"The feedback was **excellent**, and I can personally see the **difference** how they **interact** with their teams, the level of **accountability** they demand, and the **engagement** of their teams."*

Jason B., VP of Sales



132% Increase in Lead
Conversion w/ Factor 8
Coaching!

"After Factor 8's coaching, this rep had his best sprint since joining Catavolt! Great job!"

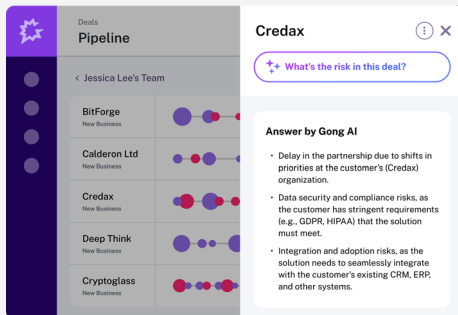
Kevin O., VP of Sales & Marketing

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The screenshot shows a sales pipeline for 'Jessica Lee's Team' with deals from BitForge, Calderon Ltd, Credax, Deep Think, and Cryptoglass. A pop-up window for 'Credax' displays an AI-generated answer to the question 'What's the risk in this deal?':

Answer by Gong AI

- Delay in the partnership due to shifts in priorities at the customer's (Credax) organization.
- Data security and compliance risks, as the customer has stringent requirements (e.g., GDPR, HIPAA) that the solution must meet.
- Integration and adoption risks, as the solution needs to seamlessly integrate with the customer's existing CRM, ERP, and other systems.

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Let's Connect!



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