

Take **Call Coaching 201** in The Sales Bar & assign to your Managers. See what 'good' looks like using the **Coaching Cheat Sheet** in the **Director's Toolkit**.

## Really Great Call Coaching Means:

1. There's a live or recorded call present
2. A two-way discussion of strengths and/or improvement opportunities
3. There are 3 people or less
4. Each rep walks out with personal feedback
5. We all leave feeling good about our next calls

## REP CATEGORIZATION AND COACHING FREQUENCY

REP CATEGORY	DEFINITION	FREQUENCY RECOMMENDATION
<b>A</b>	Consistently out-performs quota, is actively engaged, and shows both skill and will.	Every 2 weeks; 1-2/month
<b>B</b>	Consistently hits quota but is seldom the star. May be engaged or disengaged with skill and will that combine to average.	Approximately 1/week; 3-4/month
<b>C</b>	Hit or miss with quota, avoids most write-ups but can't consistently hit quota. Not engaged, big holes in either will and/or skill.	Every 2 weeks; 1-2/month
<b>D</b>	Well below quota, likely on a performance plan and disengaged or actively disengaged. Skill and will issues likely.	Approximately 1/month
<b>N</b>	Not hitting regular quota yet and is still ramping. Too soon to tell engagement, will, and skill.	Approximately 1/week; 3-4/month

## BEATING "HAMSTER WHEEL"

<b>Use Your Coaching Tool</b>	Whether it's conversation intelligence like Chorus or Gong or an interaction tool like Ambition, they're made to store notes.	<b>PRO TIP</b> Avoid 15 min of note-reading prep by using quantitative scores and totals so you can track trends or by leaving your future self a note of what to follow up on in next session.
<b>Use A Standard Form</b>	Try the Factor 8 WINS (What I Need to Succeed) form – you can download it from "Additional Resources" in this course.	<b>PRO TIP</b> Have the rep fill out and own the WINS form each session.
<b>Good Old Fashioned Notes Or Email!</b>	<b>PRO TIP</b> Put your rep in charge of sending the email!	

## Beating "No Time"

- ☒ Have at least 1 hour of "floor time" daily
- ☒ Schedule sessions for 45 min so you have 15 min between
- ☒ Schedule Ds last and try using groups of up to 3 reps
- ☒ The miss? They reschedule