REVEGY®

THE ULTIMATE GUIDE TO Sales Coaching

A fool-proof guide for sales coaching at all levels... including templates for every type of sales coaching conversation imaginable!

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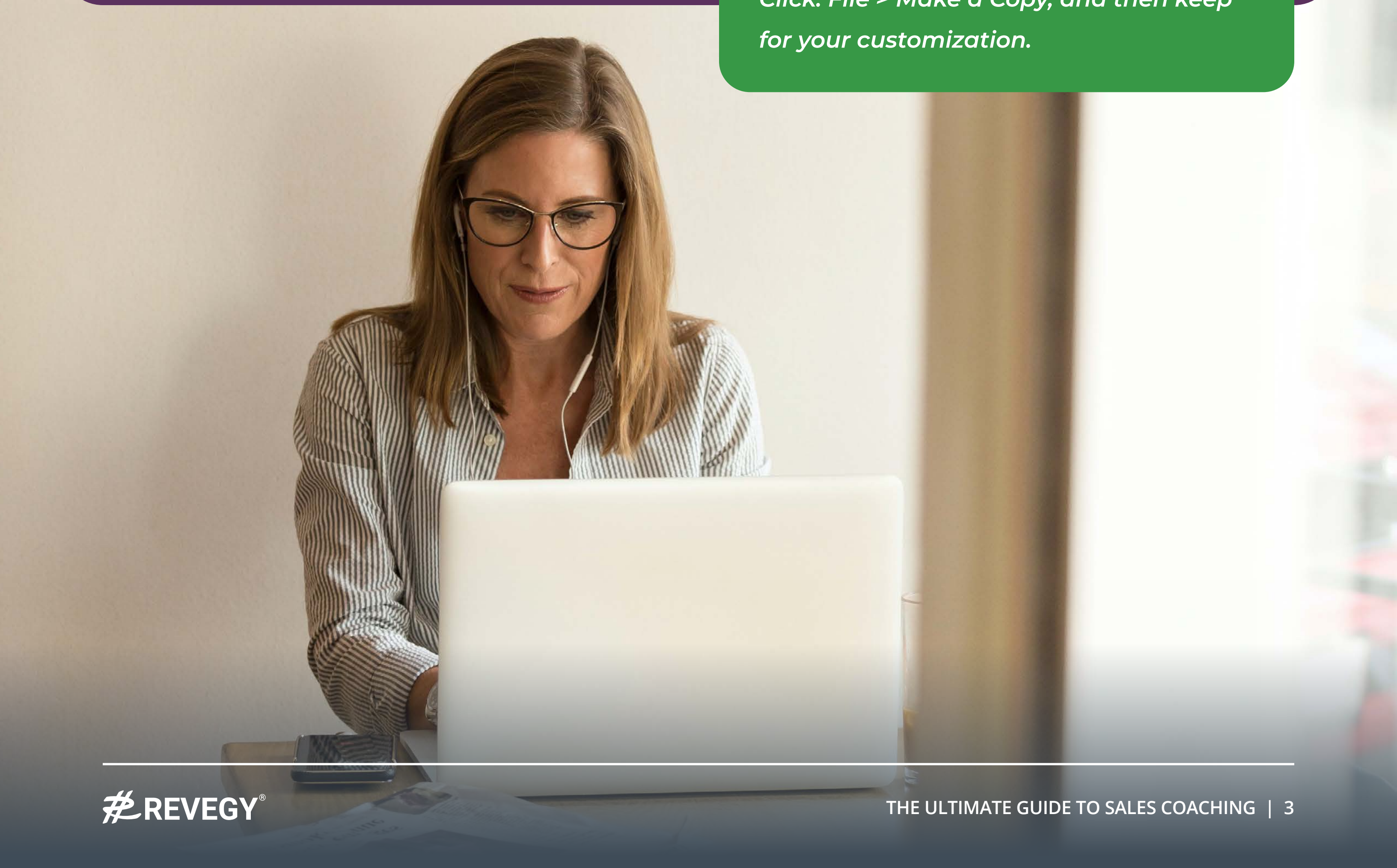
Introduction

Coaching your sales team is arguably the most important part of a sales leader's job. Effective sales teams thrive under leaders that help guide and develop their skills. By coaching your team properly, you will be setting yourself up for success.

We have created this guide to help you dial in your sales coaching skills and give you a template for any and all types of coaching meetings. These checklists will help sales leaders prepare, perform, and follow up on your sales managers' performance and provide managers with a guide to work with their reps.

Happy coaching!

TEMPLATE INSTRUCTIONS:
On the following pages, you'll find links to templates for your coaching sessions. Once you click through, you can make a copy of the template for editing.
Click: File > Make a Copy, and then keep for your customization.



Sales Leadership Excellence

What characterizes excellence in sales management?

- A consistent approach and defined cadence for leading a sales team.
- A coaching model that enables sales leaders to provide the right level of feedback against a defined sales process in a way that recognizes where a sales rep is in their development.
- A defined method for sales leaders to model, reinforce, and coach the sales process.

This guide outlines a Management Cadence across the following vital interactions:

- Sales VP & Sales Leader 1:1
- 1:1 Sales rep reviews
- Pipeline review
- Opportunity review
- Side-by-side coaching
- Daily scrum meetings
- Annual quota setting

The overall purpose of this playbook is to enable sales leaders to establish a cadence and disciplined framework to manage their coaching conversations, identify potential issues early, and build on success. In addition, elements of this playbook will help leaders assess the selling competencies of their teams and customize coaching for improved performance effectively.

Coaching Methodology

Defining Performance

Sales performance and individual skills move through three basic levels of development. Each one requires varying levels of direction and support from a sales leader. The goal is to provide a balanced approach while working to develop the entire sales skillset.

LEVEL	COMMON SYMPTOMS
Level 1: Struggling The sales rep has been taught the skill and demonstrates observable difficulties in optimizing performance.	‣ Does not know what they do not know ‣ Eager, excited ‣ Makes a ton of mistakes ‣ Thinks it will all be ok ‣ Wants more help
Level 2: Developing The sales rep can demonstrate the skill and executes well but is not yet consistently performing at a level that doesn't require more oversight.	‣ Learning this job is going to be more challenging than expected ‣ Makes fewer mistakes but is still all over the place ‣ Losing confidence ‣ Afraid to ask for help – Will it make me look bad?
Level 3: Excellence The sales rep achieves consistent results with the skill, requires little coaching, and can execute at a level where they can teach others.	‣ Understands the job/task well ‣ Knows what to do and does not fluster easily ‣ Aware when they make a mistake ‣ Knows how to impact performance ‣ Independent – demands the coach to know the game

Coaching Looks Different at Every Stage

Critical Concept

Defining performance is NOT just about a sales rep's ability to meet quota or sales goals. Performance is the comprehensive list of selling skills or competencies. Sales leaders need to consider the whole skill set of each rep and apply the appropriate level of coaching for the observed effectiveness level.

STRUGGLING = TEACHING

Sales leaders must apply significant direction for the selected skill. At this stage, focus on showing the rep what to do and how to do it. Then, look for them to apply the skill in their process consistently.

DEVELOPING = COACHING

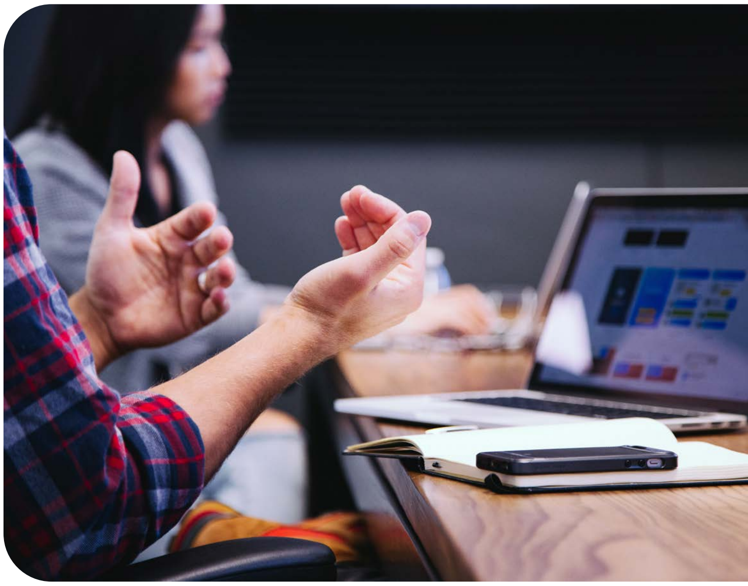
Sales leaders should apply some direction, but the sales rep is now doing most of the work and receiving coaching on their performance during sales calls. Observe the rep in action, looking for positive trends and coaching the rough edges.

EXCELLENCE = SUPPORT

Sales leaders do not need to apply a lot of direction. The sales rep can do all the work. Sales leaders can push them for even higher performance levels against a skill at this stage. The focus should be on ensuring they stay the course and demonstrating what "good looks like" to other team members.

COACHING BEST PRACTICES:

- Always follow-up
- Conduct observation in the field
- Provide behavior-based coaching
- Practice
- Reinforce
- Be consistent and fair



A Structure for Feedback

Moving the Performance Needle

Having identified the skill(s) to be coached and the level of performance, a sales leader must provide structured feedback and coaching using an action-oriented approach. This structured approach is proven to help sales reps move the needle.

TOPIC/SKILL

Identify the topic or skill that needs to be isolated and coached.

GOAL

Identify goals and what the outcomes are following the coaching interaction.

REALITY

Clearly explain the impacts (positive/negative) of the skill(s) to be coached on selling interactions with prospects/customers.

OPTIONS

Brainstorm options for improvement (ask, don't give them the answer unless they are struggling) and empower the sales rep.

WHAT'S NEXT?

Identify specific steps and obstacles and craft a timeline that includes actions, timelines, and follow-up dates.

Coaching Mistakes to Avoid

- **All talk and no direction or action.** This is a pitfall for a sales leader who does not know their coaching skills or is afraid to have difficult conversations.
- **Not having "game film" or good examples to use.** This is a mistake a "hands-off" sales leader makes due to not having listened to calls or spent enough time on the floor listening.
- **All bark and no positive reinforcement.** Sales leaders may forget that coaching is not just about identifying mistakes but also about balanced feedback and building on strengths.
- **Not discussing consequences when appropriate.** When performance gaps reach the point of no return, sales leaders must be able to escalate the conversation so that a rep realizes their job is on the line.
- **Lack of timely follow-up.** To be effective, coaching requires an investment in a follow-up at a near-term 1:1 (the following week); otherwise, reps will know that they can hide.

Establishing a Sales Management Cadence

A sales management cadence is a structured series of events that establish a pace for sales leaders and their reps. It helps reps set goals, track results, improve performance, and hit their number. This intentional approach is foundational for improving performance, managing pipeline/opportunities, and keeping a firm grasp on the health of the business.

A formal structure and a digitized record will make life easier for both leaders and individual contributors.

EXAMPLE CADENCE FRAMEWORK

- Annual – Sales Kick-Off (SKO)
- Quarterly – Quarterly Business Review (QBR)
- Monthly – Pipeline Review
- Weekly – Strategic Opportunity Reviews, Formal 1:1
- Daily/As Needed – Side-by-Side, Daily Team Scrum

SUCCESS CRITERIA

There are three foundational practices for being effective and efficient with coaching time. First, sales leaders must manage the clock and ensure their teams are set up with efficient systems. Second, they lead from the front and set performance examples. And lastly, they need to get the most significant impact from each cadence event.

CREATING A FRAMEWORK HELPS ENSURE LONG-TERM SUCCESS TEMPLATE

Determine timing and communications elements to help you establish expectations.
Here are some things to consider:

CALENDAR TIMING

- Optimal time of day or week (Sometimes this matters)
- Other sales events, season, campaigns, etc.
- Enough time afterwards to practice learnings and gain traction
- Account for any competing priorities

ITEMS TO COMMUNICATE

- Objectives
- Timing
- Agenda
- Roles and expectations
- Pre-work for the rep
- Reports/data to be used
- Appropriate lead time

Three Exercises to Help You Prepare for Coaching Sessions:

01. SETTING THE STAGE WITH CLEAR OBJECTIVES AND AN AGENDA

Creating a Framework Helps Ensure Long-Term Success. Establish objectives and an agenda to help your coaching sessions hit the mark. Determine timing and communication elements to add structure to each meeting.

ESTABLISH OBJECTIVES:	
What do you hope to accomplish?	
Who should attend?	
What does success look like?	
How will you measure success?	
What is expected after the event?	
Are you being crystal clear?	

02. MAKE THE MOST OF YOUR TIME WITH PRE-MEETING PREP

Pre-Meeting Excellence

Maximize time and the impact of coaching sessions. Preparation for any coaching event is critical but should not consume a massive amount of time if you are using your tools the right way.

PRE-MEETING CHECKLIST

- [ ] Create an agenda using the contents of this playbook
- [ ] Review coaching 'discovery questions' to ask; consider 2nd and 3rd layer questions that might be asked based upon responses
- [ ] Review the data needed to support the conversation and have a hypothesis

03. HIGH-LEVEL OVERVIEW OF COACHING ACTIVITIES CALENDAR

This is a real-life example of a coaching cadence. We recommend daily scrums with 1:1 meetings spread throughout the month.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Day 1 Scrum 1:1 Sales Rep Reviews	**Day 2 Scrum** Pipeline Review	**Day 3 Scrum**	**Day 4 Scrum**	**Day 5 Scrum** Sales VP & Leader 1:1
Day 6 Scrum 1:1 Sales Rep Reviews	**Day 7 Scrum**	**Day 8 Scrum** Opportunity Review*	**Day 9 Scrum**	**Day 10 Scrum**
Day 11 Scrum 1:1 Sales Rep Reviews	**Day 12 Scrum**	**Day 13 Scrum** Side-by-Side Coaching*	**Day 14 Scrum**	**Day 15 Scrum** Sales VP & Leader 1:1
Day 16 Scrum 1:1 Sales Rep Reviews	**Day 17 Scrum**	**Day 18 Scrum**	**Day 19 Scrum**	**Day 20 Scrum**

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Cadence Events

To keep your team on track and to keep yourself knowledgeable about any struggles (or winning plays), you need to ensure you are coaching on a regular basis. That's why you need to schedule regular touchpoints at both the individual and team levels.

Below is more information about each of those meetings and some ideas for their structure.

Cadence Event – Sales VP & Sales Leader 1:1

Sales managers thrive when provided with the wisdom and leadership of a strong sales executive. Whether it's the Sales VP, Director, or C-Suite, sales managers need a regular check-in to improve performance and lead their sales reps with confidence.

MEETING AGENDA & COACHING QUESTIONS		
AGENDA ITEM	**QUESTIONS TO DISCUSS**	**SUPPORTING DATA**
Follow-Up From Previous Week	What actions did we agree to take last week?	Include links to dashboard(s) in the meeting invite to review in advance
	What is the status of those actions?	
	Are there any items where we were waiting on an external blocker? If so, has that blocker been removed?	
Forecasting and Pipeline	What is our forecast for the full quarter? What is that in attainment percentage?	Quarter-to-Date Bookings
	What have we booked quarter-to-date?	Quarterly Forecast
	Which are the largest deals that might swing the forecast? Do you need any help from me on those?	Quarterly Plan
	Do we have any major customers at risk of churn? Are there any actions I need to take?	- Open deals by amount - Customers renewing this quarter with poor account health

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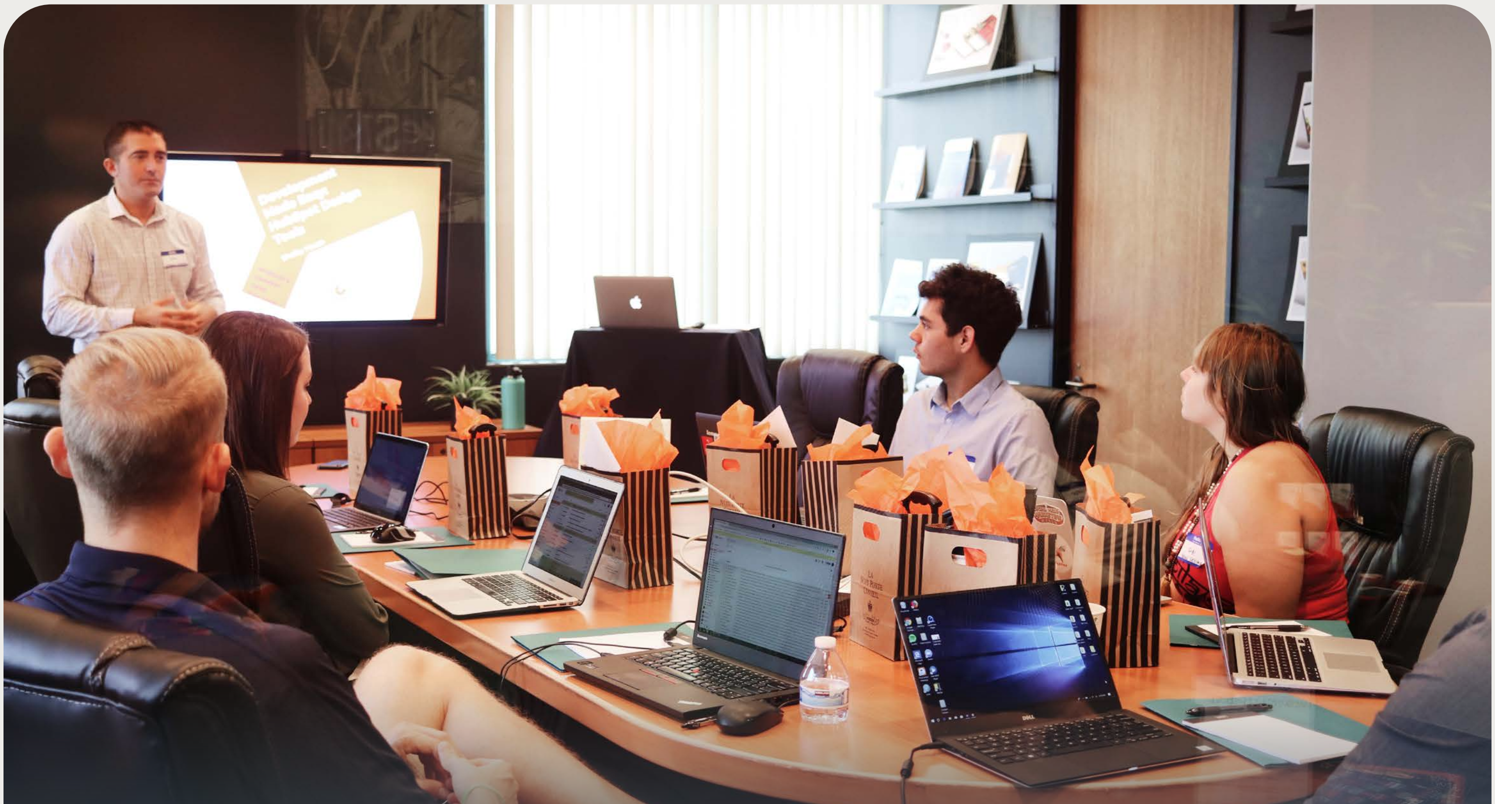

Cadence Event – 1:1 Sales Rep Reviews

Sales Managers should consistently meet with their sales reps. This gives managers the opportunity to coach on areas where they may be struggling and help reps to identify blindspots. We have a corresponding coaching template that contains a tab for the review itself as well as an assessment for your reps' skills.

MEETING AGENDA & COACHING QUESTIONS

AGENDA ITEM	QUESTIONS TO DISCUSS
Pipeline Health	Is your pipeline current, accurate, and comprehensive?
	How do you feel about the state of your pipeline? Do you feel you have the right quantity and quality of deals in all stages? Why or why not?
	Are enough deals advancing? Which ones are stuck and why? What help do you need to move deals along?
Building a Business	What skills do you feel especially confident in and why?
	What skills do you feel you still need to develop more? How do they impact your daily performance?
	How have your demos been going (booked and executed)?
	What are the biggest takeaways you have learned on recent calls?
	What trends are you noticing in the market?
	What competitors are you facing and how are you managing related conversations with

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1:1 SALES REP REVIEWS - ASSESSING SKILL LEVEL

Accurately assess the skill level of your reps using the guide linked below. This will help you determine the right level of coaching for them.

COMPETENCY	LEARNING	MASTERED
Opportunity Creation	Ineffective at qualifying prospects	Works accounts efficiently (cold calls, warm calls, demos) to consistently generate new business
	Wasting time with the wrong people (not getting to champions and economic buyers)	Quickly gets to the right decision makers
	Elephant hunting	Has a healthy pipeline mix (deal size, stages of deals, velocity)
	Off the pace of sales (demos to close percentage)	Understands why the pace of sales matters and knows how to make the number
	Timid on calls (not driving the process)	Takes control of the conversation in natural ways
	Asks questions but does not use the answers to build a dialogue	Builds a comfortable and productive dialogue
	Leaves messages with an entire pitch on voicemail	Answers questions and objections fluently and with confidence
	Trouble managing objections to positive outcomes	Realistic about deals and pipeline – gets the math

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Coaching Ideas & Opportunities for Sales Rep Reviews

Here are four additional ideas for developing your reps' skills.

01. PIPELINE EXPANSION CONVERSATION

Review the math from their demo to close and investigate the progress.

02. ROLE PLAY SALES CALLS

Focus on specific development areas such as qualifying, pitching, managing objections, closing, etc.

03. FLUENCY PRACTICE

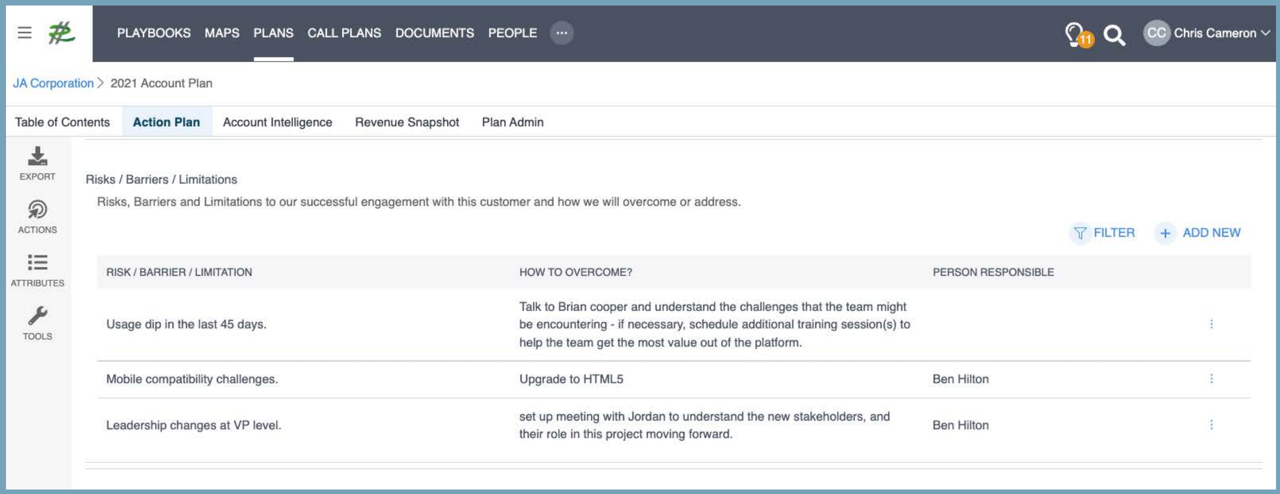
Test the ability to speak to various industries, products, use cases, success stories, etc.

04. WIN/LOSS ANALYSIS

Explore why key deals closed won or lost.

05. LIMITATIONS

Talk about 'Risks/Barriers/Limitations' - what can go wrong, and proactively formulate a plan to mitigate/circumvent the issues. With a product like Revegy, these coaching skills are brought to the forefront directly in the platform. *See below.*



06. TEAM MEETING

Conduct skill-based practice informed by opportunity analysis or recorded calls.

07. PEER COACHING

Use tenured reps to help build the skills of their peers.

08. COMPETITIVE KNOWLEDGE WORKSHOP

Share points of difference and value, collaborate on experiences, case studies that drive results, etc.

Cadence Event – Pipeline Review

Managers should be checking in with their sales reps and guiding them to be able to effectively assess the health of their pipeline and build the necessary skills to confidently close gaps and make their number. Check out this template with two tabs for conducting a pipeline review and a pipeline assessment.

MEETING AGENDA & COACHING QUESTIONS	
AGENDA ITEM	**QUESTIONS**
Review Previous Month's Performance	What key factors impacted last month?
	What were the big lessons learned last month? (Call out specific wins/losses)
	How will this impact your approach to this month? What adjustments are you making?
Highlights and Opportunities	What are the brightest opportunities in your pipeline? What makes them unique?
	What does the detail in your pipeline look like? (Number of deals, stage progression, deal sizes)
	What deals, if any, feel like they are at risk and why?
	If a big deal misses, how will you make your number?
	What deals in the pipeline have aged and are likely lost?
	What percentage of your demos result in active pipeline opportunity?

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PIPELINE - ASSESSING SKILL LEVEL

Consider the skill level of your team with the following outline.

COMPETENCY	LEARNING	MASTERED
Building Pipeline	Too focused on current deals vs. new prospects	Solid mix of new deals and deals in the process of being closed/won
	Not penetrating enough accounts – scratches the surface and moves on	Able to penetrate accounts of all sizes and create velocity
	Skimming the top for large prospects	Does not depend on a large deal to make the number
	Bloated, unrealistic pipeline	Hitting the multiplier consistently – enough opportunity to cover the number
Customer Understanding	Superficial understanding of customer needs/ requirements	Deeply understands the customer and their needs
	Inability to clearly qualify/quantify opportunities	Clearly articulates the size of a deal (qualify/ quantify)
	Not effective at working with multiple offerings	Able to flex easily across offerings and deal sizes

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Coaching Ideas & Opportunities for the Pipeline Review

Here are some additional ideas to increase confidence in your pipeline.

FILL THE FUNNEL

Highlight deals of multiple sizes (small, medium, large) to encourage mix and multiplier achievement.

KNOWLEDGE CHECK

Ensure that reps can explain the details of deals and highlight the critical requirements of prospects. Do this by outlining clear expectations. What details should matter most to the discussions? What isn't contributing to this type of conversation?

TEAM CHECK

Have reps present a deal and allow peers to ask constructive coaching questions that will lead to advancing the sales process. Outlining rules of engagement is key: how long do you have to present the 'vitals' of the deal, what risks should be highlighted, what sort of questions should the team be asking, etc.

MOVING THE NEEDLE

Have reps describe the details of a stuck deal (a prospect not moving from their current state) and gain ideas from peers on what actions to take.

FOCUS ON THE MATH

Have the rep isolate prospects to demo, demo to qualified/quantified live opportunity, closing percentage, average deal value, etc. At Revegy, we talk a lot about confidence level: What are we committing (will happen), what is best case (good probability), what is a long shot (could maybe happen if hell freezes over…). Lastly, do we have enough in the pipeline to hit our goals? What combination(s) of deals gets us to our number?

Cadence Event – Opportunity Review

Regularly analyze, develop, and execute plans with your team to win larger deals. Check out this template with two tabs for opportunity review and assessment:

OPPORTUNITY REVIEW	
Purpose	Analyze, develop, and execute plans to win larger deals
Frequency	As needed
Participants	Sales Leader, Sales Rep, and an Executive (as needed for very large deals)
Preparation	Review the Win Strategy job aid in advance of the discussion (completed in advance by Sales Rep)
	Win/loss review of similar deals
	Always address: How will we win? How we could lose? What problem do we solve for the prospect?
	Review of the previous month's performance (trends both positive and negative)
	Focus for the coming month

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ASSESSING OPPORTUNITY SKILL LEVEL

Consider the skill level of your team with the following guide.

COMPETENCY	LEARNING	MASTERED
Assessing the Deal	Makes assumptions about the customer situation/ deal quality	Knows the customer situation that is driving the deal and can clearly articulate if the deal is real or not
	Unclear about key customer problems driving the deal	Knows the dynamics of the deal and the key players
	Treats all deals equally – not prioritizing	Identifies what to chase based on deal stage criteria
	Does not own enough info about the customer	Understands what the customer is trying to solve for and how to appeal to those criteria
Analyzing the Situation	Is not clear on who the Champion is	Knows the formal and informal roles of key players
	Unsure who they are competing against and/or how to improve our position	Understands who we are competing against and how to differentiate
	Overstates relationship/likelihood of winning	Realistic about relationship strength and any gaps

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Coaching Ideas & Opportunities for the Opportunity Review

Here are some additional areas to focus on when conducting opportunity reviews.

FOCUS ON THE FRONT OF THE SALES PROCESS

Engage reps on how they qualify deals and get to the middle of the sales process to understand where late-stage problems begin.

COMPARE DEALS IN THE FUNNEL

Have reps describe deals in process and help them to prioritize accounts.

COMPETITIVE FOCUS

Use team knowledge to collaborate on how to differentiate and inspire action to advance deals more quickly.

LARGE DEAL TEAR DOWN

Dissect a more significant deal (during or after) as an exercise to understand why we won and what things we did to advance the sales process.

Cadence Event – Side-by-Side Coaching

Side-by-Side Coaching is an observation of a sales rep during sales calls, ensuring that each customer interaction has optimal impact to advance a sales opportunity. Check out this template with two tabs for side-by-side coaching review and assessment:

MEETING AGENDA & COACHING QUESTIONS	
AGENDA ITEM	**QUESTIONS**
Preparation with Rep	What items/skills do you want to work on while we are together?
	Are there specific products that you want help with?
	Align on what list/opportunities/demos the rep will be calling (have enough to call)
Overall Debrief (after a sales call)	How did you feel the call went?
	Did you achieve the desired outcome?
	What value did we bring to the customer?
	What could you have done differently?
	What went well that should be repeated?
	How much conversation vs. one-way dialogue happened?

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ASSESSING SIDE-BY-SIDE COACHING SKILLS

Consider the skill level of your team with the following guide.

COMPETENCY	LEARNING	MASTERED
Discovery	Does not have questions prepared	Well-prepared, knows what they plan to explore
	Does not ask clarifying questions – responds too quickly	Asks layered questions based on what they learn – listening vs. selling
	Dominates the dialogue (weak listening skills)	70/30 execution – sales rep does 30% of the talking
Demo	Unable to keep the demo focused on desired outcomes	Demo has focus and achieves what the customer desires
	Not effectively building rapport/relationship	Builds rapport and relationships at multiple levels
	Not using the demo to qualify a deal	Uses the demo as an additional way to showcase how offerings are relevant and qualify a deal
Commercialize	Not matching our capabilities to needs	The linkage between our capabilities and customer needs are clear
	Unable to respond to and overcome objections	Objections are heard, managed well, and cleared

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Coaching Ideas & Opportunities for Side-by-Side Coaching

Here are a few tips for providing real-time coaching.

THE PRACTICE FIELD

Use observations and recorded calls to role play while focusing on strengthening core skills.

THE OBSTACLE COURSE

Before planned calls, ask questions about what could take the meeting off track and how they will handle the obstacles.

WATCH/LISTEN TO THE EXPERTS

Have the rep listen to peers who have mastered the skills they are working on.

WATCH ME

Take the lead on some calls side-by-side; let the rep hear the differences in how you handle specific situations and discuss.

Cadence Event – Scrum Meeting

Use the scrum meeting to set the daily pace for sales by running a consistent meeting that is productive, engaging, informative, and helps identify areas where sales reps are stuck. Click below for an easy-to-follow scrum meeting outline:

SCRUM MEETING	
Purpose	Set the daily pace for sales by running a consistent meeting that is productive, engaging, informative, and helps identify areas where sales reps are stuck
Frequency	Daily (early AM, no longer than 30 minutes)
Participants	Sales Leader and Sales Reps
Preparation	Have your own answers to the format ready to go
	Include at least 2 positive observations from the previous day
	Incorporate an element of learning/education that can be delivered in <5 minutes
Daily Format	All sales reps prepare the following items
Good News	Personal or professional
Last 24 Hours	Biggest thing you accomplished yesterday
Next 24 Hours	One thing you must accomplish in the next 24 hours
Data	Your performance numbers from the previous day (calls, connects, booked demos, demos completed, contracts out and the value, closed/won and the value)
Stucks	Something you are currently stuck on and would like to move out of the way

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TIPS FOR LEADING THE MEETING

- Do not let people talk for too long; keep them on task.
- Help the reps with their stuck items and encourage other team members to offer help; take it offline if the solution requires more time.
- Do not dig into individual performance numbers in the meeting; get the numbers and dig deeper individually if needed.
- Move quickly – this is not a coaching meeting.
- Encourage the team to come prepared with questions/stucks.

Cadence Event – Annual Quota Discussion

Review sales rep's plan for achieving their annual sales targets, including strategies, high priority wins that are already in motion, monthly/weekly activity metrics to drive the numbers, obstacles, and any gaps/concerns that may exist. Check out this template with two tabs for annual quota review and assessment:

MEETING AGENDA & COACHING QUESTIONS

AGENDA ITEM	QUESTIONS
Review Prior Performance	What key factors impacted the previous year performance?
	What are the primary lessons learned from wins and losses?
	How does this impact the upcoming year? What are you changing?
	What are your personal growth areas? How do they impact quota attainment?
	What is the health of your current pipeline? (Impact to the go get number)
	How does your own close rate (demo to close) and average deal size play in your activity goals? (How many demos do you need to make the number, factoring in average deal size?)
	What controllable actions drive the number most significantly? What is in your way? Can I help?
	What skills do you feel need to be improved in order to get better results? How can I help?

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ASSESSING ANNUAL QUOTA ATTAINMENT SKILLS

Consider the ability of your team to understand and achieve quota using this framework.

COMPETENCY	LEARNING	MASTERED
Planning for Success	Does not know how to break down the quota	Breaks the quota down and knows how to get there
	Only focused on generalities (a couple big deals and fight for the rest)	Understands deal mix, velocity, and pace
	Not able to look back and self-identify gaps	Honest about where they tripped in the past and owns the outcome
	Victim mentality (no marketing, poor lead quality, no job aids, etc.)	No excuses; strong competitive drive
	Views the quota as impossible	Owns the number and finds a way
	Not able to penetrate accounts	Gets action from high volume of accounts; starts a dialogue
	Does not get the math of activity metrics (calls, demos, deal size, number of deals)	Understands the math and is accountable

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Coaching Ideas & Opportunities for the Annual Quota Discussion

Use these ideas to inspire quota discussions you will want to have with each rep.

TURN UP THE HEAT

Make sure to monitor progress weekly and talk about performance metrics so they understand the power of a few bad days.

SUCCESS METRICS

Keep reps focused on demos, new contacts, demo to close percentage, and deal sizes; help them see the light and get passionate about metrics.

THE STRETCH GOAL

Use their personal goals and game-changing money desires to chart a path for them to turn into reality.

NO CRUISE CONTROL

Focus the dialogue on never being comfortable with the status quo and ask reps how they can drive higher results every day (makes an effective team meeting).

THE STARK REALITY

If someone falls behind, help them chart a path to recovery that focuses on the controllable levers – activity and closing deals. Don't let someone get so far off the pace that they lose motivation.

This coaching approach is meant to help guide you, your sales leaders, and your reps to develop as salespeople and win more deals. Leaders should coach their teams in a way that helps them learn and understand the path to sales excellence. When you take the time to educate and develop, you are almost guaranteed success as a leader.

None of these things will matter if you're not keeping records. If you do not have a benchmark for measurement, if you don't detail progress or detraction, and you don't have a record of coaching sessions – then you can't help the individual improve. And rather than keeping sticky notes everywhere, it is time to digitize your coaching efforts.

In conclusion, lead by example, pay attention to your team, and stay on cadence to add structure and establish clear expectations with your team.

Looking for the right technology to enable transparency and better coaching conversations?

Coaching tools are one of the many features that the Revegy platform offers. We recommend checking out the pricing options in your research. We will be happy to set up a demo with you when you're ready!

REQUEST A DEMO

About Revegy

Revegy is the global provider of only sales execution platform for account-based selling. The Revegy platform is a game-changing source of insight for sales teams, helping them build trusting relationships within the key accounts that fuel revenue. Founded in 2005, Revegy helps sales teams streamline sales processes, increase revenue, and create a predictable pipeline using our account planning and execution solution. More than 50,000 users from industry-leading companies like Fujitsu, Comcast, and Capgemini rely on Revegy to manage over $30 billion in revenue.

For more information, visit **revegy.com**.

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