

Sales coaching is becoming increasingly important to the success of a sales organization. But many teams fail to reap the benefits, even if they recognize the value of coaching and the skills involved. What's holding them back?

# COMMON CHALLENGES OF SALES COACHING

We find the challenges generally fall into two categories:

## STRUCTURE



### SPAN OF CONTROL

Managers often operate at a

**16:1 RATIO**



That means if a manager is expected to spend an hour a week coaching his staff, he already has allocated

**50% OF HIS TIME**

to coaching.

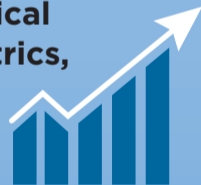
### SOLUTION

Address your organizational ratios so your sales team gets the attention they need.



### WHAT TO COACH ON

Many managers run out of ideas or fall back to generic conversations, because they haven't defined critical metrics,



where reps should spend their time, and what success looks like.

### SOLUTION

Make it personal. When you take a close look at the strengths and weakness of the individual reps, and map out their day-to-day activities, you'll always have specific things to coach on.



### THE EXPERIENCE

The coaching process needs to be very disciplined to show that you value the time and that your reps should do likewise, if you are going to get maximum value. Otherwise, your reps might just see it as time away from selling.



### SOLUTION

Create a weekly schedule with an agenda for each meeting, track what was discussed, and follow up with specific notes and numbers on progress, using the dashboards and metrics you have established. Most importantly, don't let it fall off your schedule. Make it a priority.



### MOTIVATION

Everyone focuses on this, because it seems like the most obvious solution. But changing what motivates someone to match what you can provide is no small matter. That's not to say that you shouldn't try.



### SOLUTION

Build purposeful relationships that matter to your employees, so you better understand who they are, what drives them, and find creative ways to help everyone - including the sales managers - feel personally motivated to succeed at the highest level.



### ABILITY

Great coaches aren't born; they're made through

**HARD WORK  
DISCIPLINE  
TRAINING**

### SOLUTION

Start by defining what a great coach looks like in your organization and develop a multi-tiered coaching plan supported by a coach's playbook



that outlines plays and goals for each individual. And Coach the Coach by saying yes to ongoing training and reinforcement.



### TRIGGERS

How do you know when to **KICK OFF** a coaching series?

And, more importantly, how will you

**ENSURE** the coaching continues?

How can you make coaching part of your **CULTURE?**

### SOLUTION

Set up reminders and triggers for yourself to be prepared for these coaching conversations every single week. Plus, discipline yourself to look for creative ways to keep coaching consistent without letting it go stale.

