

Manager Triad Call Coaching | Leader Coaching Cheat Sheet

Use this cheat sheet to help coach your Managers to be better call coaches with their reps.

WHAT SUCCESS LOOKS LIKE



A successful call coach will:

- Have a month of call-coaching meetings planned ahead in their calendar
- Meeting invites sent out for call coaching sessions (1:1 or 3:1 max)
- Invites that are on the calendar stay there. Managers respect the time for each meeting and use it appropriately to engage reps consistently
- Prioritize “B” and “N” reps, followed by “A” and “C” reps with “D’s” last
- Managers follow the proven COACH’N process for consistent quality meetings
- Managers ask more questions and tell less.
- Reps leave confident
- Reps leave with 1-2 clear focus areas, action items and time frames

WHAT TO COACH



If we hear / see this, use the questions below to get a conversation started.

- You see managers spending most of their time with “squeaky wheel” or “D” reps
- No call coaching sessions appear on the manager’s calendar
- Managers skip coaching sessions or can’t answer your rep-development questions
- Managers are sharing their categorizations with their team
- Managers are coaching in large groups and not providing 1:1 feedback
- Managers are telling more than asking (“I’m kind of a big deal”)
- Managers are giving too much feedback on improvement areas (“Debbie Downer”)
- Manager seems to have all the action items after a coaching session

COACHING QUESTIONS TO GET THEM THINKING



Use these to help managers self identify their growth areas and coach themselves. Remember to ASK, not TELL, even if we know the answers.

- How many call coaching sessions did you realistically commit to each month?
- Will you share your rep planning page and walk me through your plan?
- How many times / month are you coaching your “A / B / C / D / N?” reps?
- Will you send me the action plans for your last five coaching sessions?
- What are the top skill gaps you’re seeing with your “Newbie” reps? “B” reps?
- What is REP working on this month?
- Who’s doing most of the talking in your coaching sessions?
- When should I avoid contacting you so you have focused coaching time?

Need Call Coaching Training For Your Team?

Call (480)-630-5318 or email info@factor8.com