

THE COACHN MODEL - CALL COACHING CHEAT SHEET

Step Name	Content & Example
Clarify Expectations	Based on our conversation last time, I'm expecting to hear you opening up the gatekeepers and gaining information. Let's hear how you did!
Observed Behavior	I heard you try at least three techniques to build rapport with her. Nice job.
Ask Questions	Why do you think you were shut down? What else have you tried? What will you do next? What do you think we need to work on?
Commit To Action/Improvement	I love your suggestion to ask for the sales department the next time you get shut down by the gatekeeper. Shall we put that top of list to listen for next time? How many times do you think you can get put through?
How Can I Help?	What would help you work on this? Shall we practice it right now?
Next Steps	Send me an email by end of day with our actions and how we'll start our next session. Go kill it!

How Will I Decide What To Coach?

- | | |
|---------------|------------------------------|
| 1 Rep Choice | 3 Call / customer engagement |
| 2 Deal Impact | 4 Brand impression |



RULE OF THUMB?

Let your rep choose, you can't loose!

Talk in Questions!

- 1 How do you think that call went?
- 2 What do you think was the customer's point of view?
- 3 What do you think you could work on to help you most increase your number?
- 4 What are you going to do to work on that?
- 5 How can I help?

Be Ready To Roll This Up To Your Boss:

- 1 Top 3 skill gaps on your team
- 2 Ideas based on customer feedback
- 3 Who isn't progressing & you're ready to move to corrective action
- 4 Resources or training needed
- 5 Ramp progress / strength of newbies

**Get This Training Virtually
For Your Team!**

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