

Coaching Sales Managers leads to *deal dollars*

Investing in personalized coaching for sales leaders drives higher bookings numbers.



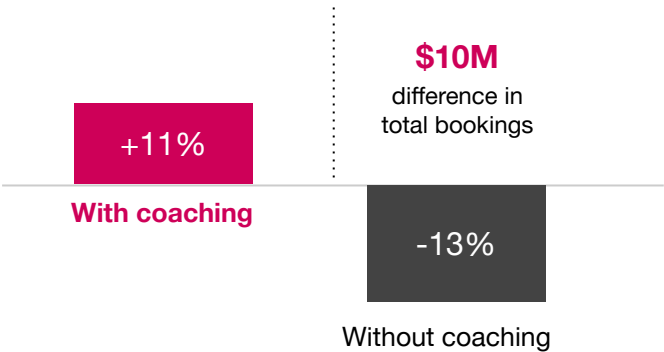
A publicly traded technology company unlocked millions in incremental bookings with BetterUp.

In March 2020, a publicly-traded tech company engaged with BetterUp to support its sales goals. **100 sales managers got a coach. 58 sales managers did not.**

Hit higher bookings goals

Teams of coached sales managers had an 11% boost in reaching sales goals compared to non-coached teams, resulting in an additional \$10 million dollars in total bookings per team. Meanwhile, uncoached leaders saw a 13% decline in team goal achievement.

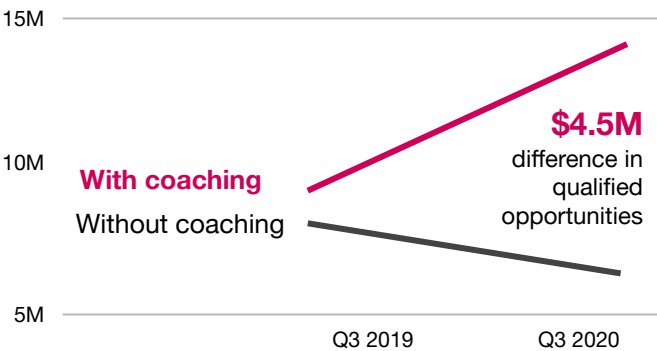
Quarter over quarter bookings rate



Qualified more opportunities

Coached sales managers saw a 20% increase in the value of their opportunities resulting in \$4.5 million of additional opportunities per team. The value of the non-coached group's opportunities declined.

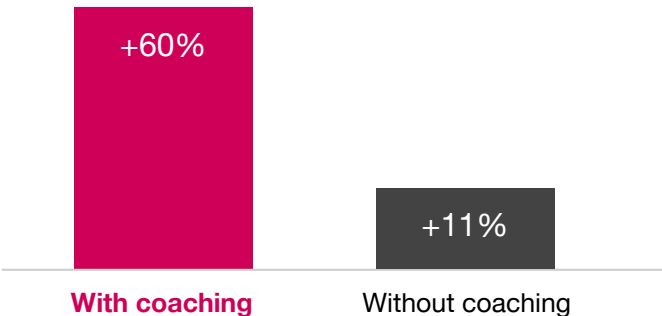
Value of qualified opportunities per team



Increased quota attainment

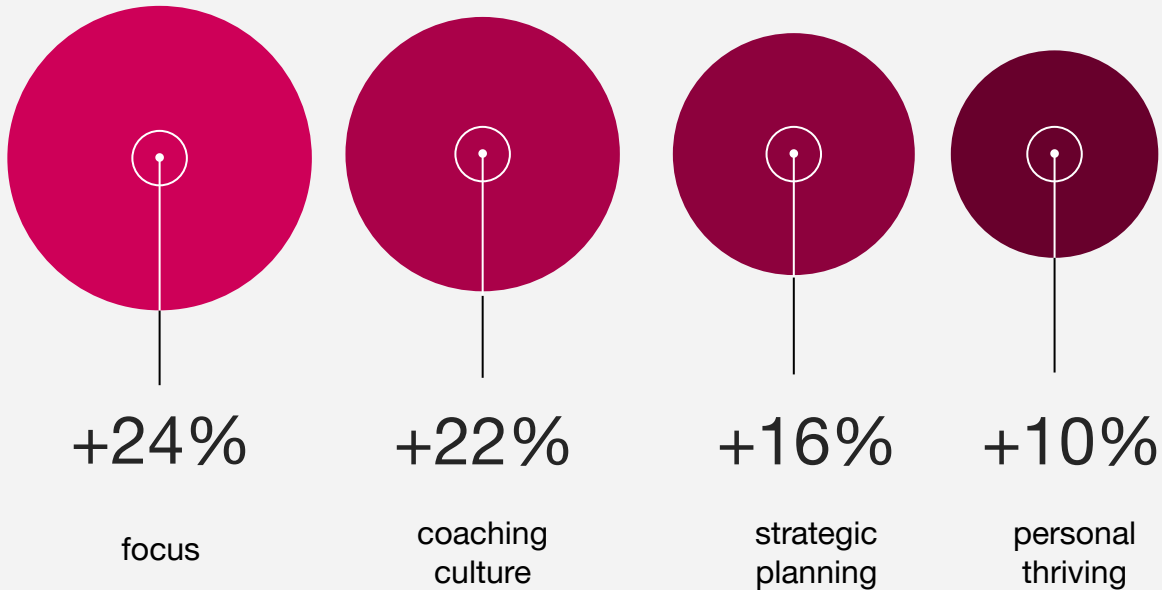
Coached sales managers saw a 60% increase in the number of their team members that achieved their individual quotas. The non-coached group saw a much smaller increase.

Percent of team who met quota



Personalized coaching unlocks team performance

Sales managers with a coach improved their personal effectiveness.



Across the 1,200 coaching sessions

100% were reported as a valuable use of time

98% generated a valuable insight

“

It's brought a lot of clarity to me in the way that I'm seeing the potential in the team and being more deliberate about not only how I interact with them, but developing them into high engagement, high accountability reps.”

Regional Sales Manager, Software Industry

Unlock the potential of your quota carrying teams

We've developed evidence-based resources that address everything from navigating uncertainty, to managing difficult emotions and thriving while working remotely.

[Learn more](#)

BetterUp