

Sales Coaching - The Missing Ingredient in Revenue Growth

5 Steps to Elevate Key Sales Behaviors & Results



Be The Coach That Drives Measurable Improvements

WHY COACHING MATTERS

Effective sales coaching transforms average teams into high-performing ones. According to Korn Ferry's 5th Annual Sales Enablement Study, **companies with effective and consistent sales coaching and impact measurement see 32% higher win rates and 28% higher quota attainment.** From a team perspective, they see 2x seller engagement and almost 30% reduced voluntary turnover.

FIVE STEPS TO ELEVATE YOUR COACHING IMPACT



Create a Healthy Sales Culture - How much faster could you build sales momentum if your company's culture propelled growth instead of holding it back? A strong sales culture does just that—it drives growth, energizes employees, and aligns the organization towards shared success. **As a sales leader, you're not just coaching your team; you're also educating other departments on the vital role sales plays in the company's growth.** By championing this mindset, you create unity, drive accountability, and build a culture where every team understands their role in driving success.



Lead Productive Weekly Meetings - Make your weekly sales meetings more effective by following a structured agenda that fosters connection, learning, and alignment. Begin with a quick personal check-in to build rapport, then review sales results, celebrate top performers, and encourage knowledge-sharing through success stories. **Dedicate time to discussing key sales skills or introducing new tools to enhance performance.** Occasionally, include a guest speaker from other departments to provide helpful insights. This keeps meetings engaging, motivating, and focused on continuous improvement.



Observe and Coach - Sales leaders need to get out into the field with their teams. You can't lead a sales effort from behind a desk. **Spend a day with your salespeople or listen in on sales calls to observe them in action.** Encourage them to embrace this as a regular activity each quarter - just as a professional athlete has a personal coach. Working in the field is a valuable chance to coach your team before and after calls, helping them succeed.



Lead Productive 1-on-1s - Regular coaching sessions, held weekly or biweekly, are essential to keep sales reps on track. Focus on acknowledging their strengths, recent achievements, and specific skill development instead of just reviewing numbers. Use a structured framework for 1-on-1s to ensure productive conversations. **Begin by reviewing sales results and pipeline progression, addressing weekly activities if needed.** Discuss what's working well in their approach and identify areas where they are challenged. Work through these issues and set clear expectations to revisit progress in the next meeting. This approach promotes accountability and growth without micromanaging.



Celebrate Wins & Good Behavior - Recognizing achievements, big or small, boosts morale and encourages success. Highlighting improvements or wins publicly motivates reps and helps the whole team learn and grow.

Make Coaching a Scalable, Sales Enablement Process

SCALING COACHING FOR LASTING IMPACT

For coaching to drive long-term results, it must be scalable and repeatable. This means creating a structured approach that can be consistently applied across teams, individuals, or even entire organizations. A scalable coaching model ensures that as your organization grows, the same principles and strategies can be extended to support more people without losing effectiveness.

Similarly, **a repeatable process allows for continuous improvement, enabling coaches to refine their methods while maintaining a high standard of support.** Together, scalability and repeatability form the foundation for impactful coaching that delivers sustained success over time. Here's how to embed coaching into your sales team's culture:



Leverage Technology

Use scorecards to identify improvement areas, provide on-demand sales training content, and implement an online program for structured skill development.



Turn Coaching into a Continuous Loop

Coaching should be an ongoing process integrated into weekly workflows. Encourage peer-to-peer mentoring to foster collaboration and feedback among experienced team members, and track outcomes to continually refine and improve coaching strategies.



Coaching Directly to Sales Results

Align coaching with performance goals, demonstrating how it leads to improved close rates and higher commissions. Emphasize that developing sales skills directly translates to increased income and career growth.

A well-structured coaching and reinforcement strategy isn't just a nice-to-have—it's an essential ingredient for sustained sales success. **Without coaching, even the best sales reps plateau. With consistent, structured, and skill-focused coaching, sales teams:**

- Close more deals with confidence.
- Retain top talent and keep teams engaged.
- Create a culture of continuous learning that fuels long-term success.

How well is your coaching strategy driving results?

Is your coaching strategy helping your sales team grow—or holding them back? Use this scorecard to evaluate your approach and identify opportunities for improvement.

Ready To Put This Into Practice?

Download Your Free Sales Coaching Effectiveness Scorecard!

- Get a structured coaching checklist
- Templates to lead impactful team meetings
- Is your coaching driving results?