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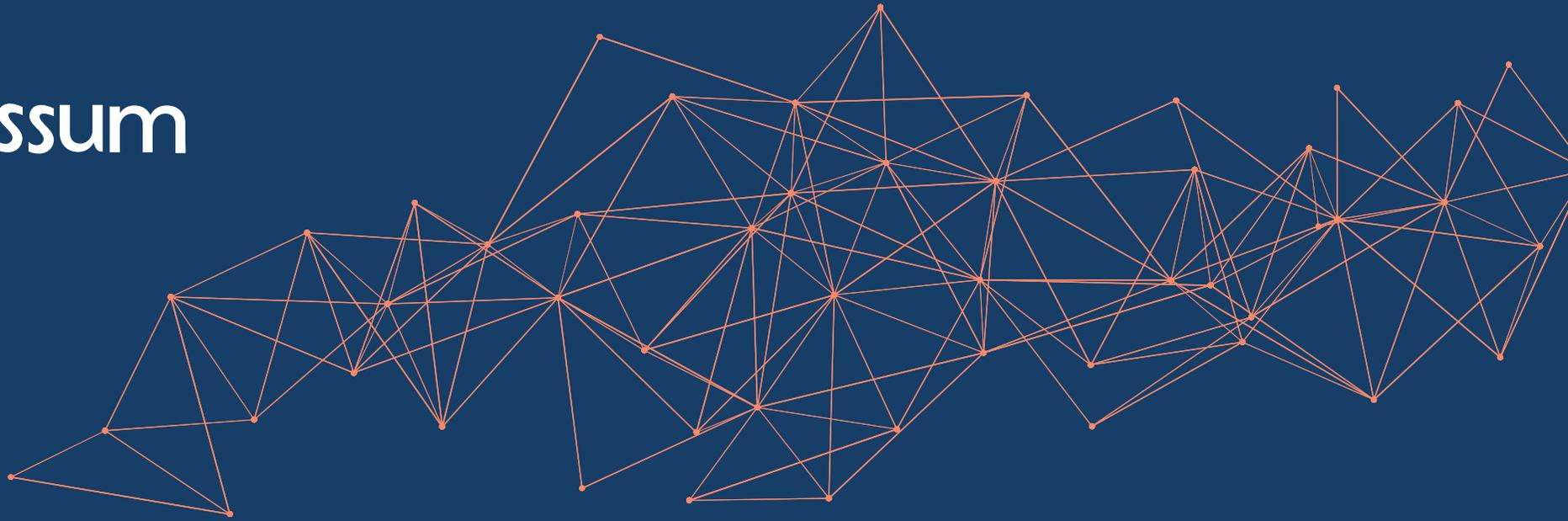
Sales COACH

Customer Case

To support a proactive mindset, our sales COACH covers all stages of the funnel

|	
I	Lead identification and qualification
II	Contact with (prospect) customers
III	Tangible/Tactical sales tools
IV	Objection handling & closing
V	Account Management

A classical training is only able to give people some knowledge transfer on an incidental basis (as it only occurs once or twice)
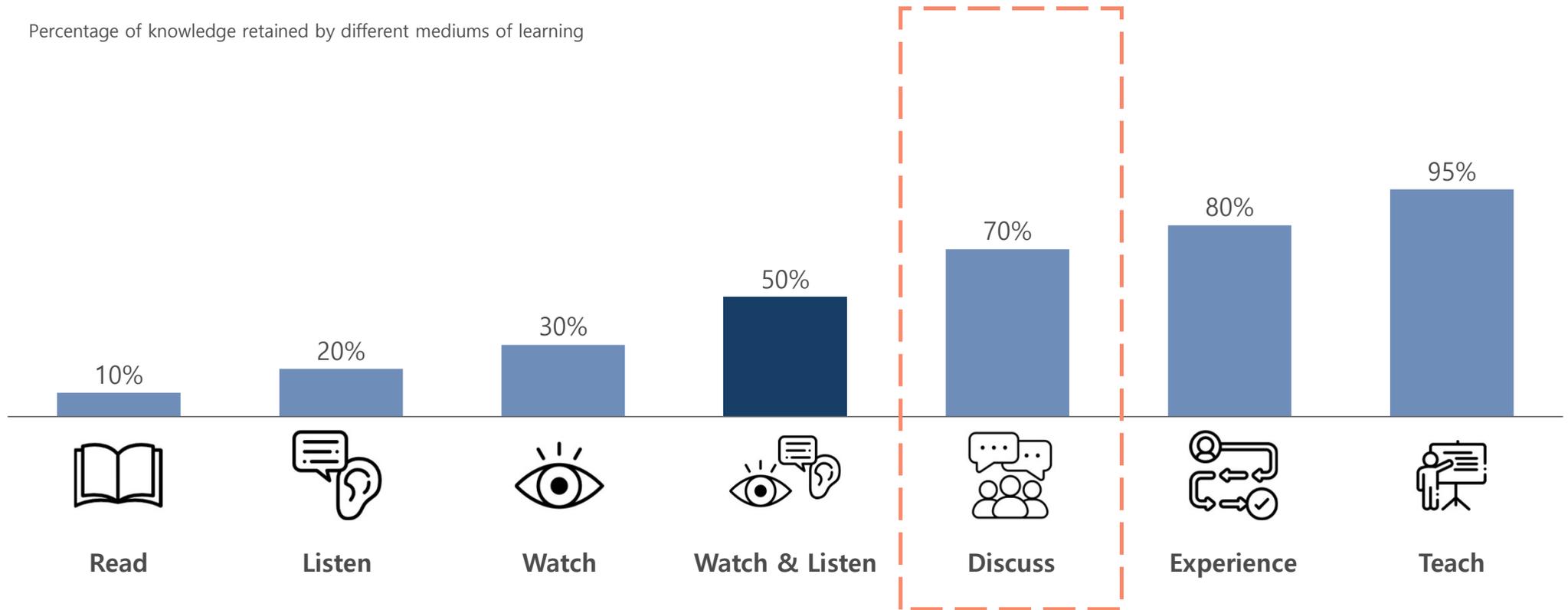
Percentage of knowledge retained by different mediums of learning

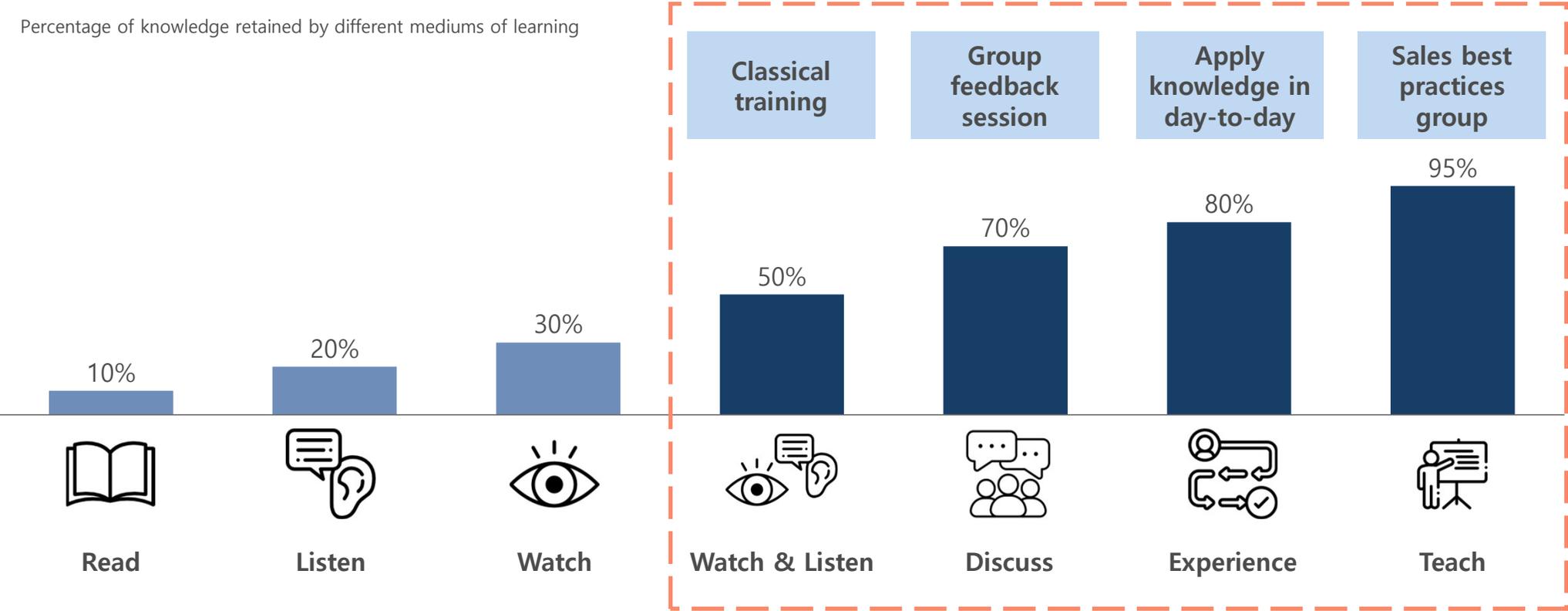| 10%	20%	30%	50%	70%	80%	95%
Read	Listen	Watch	Watch & Listen	Discuss	Experience	Teach
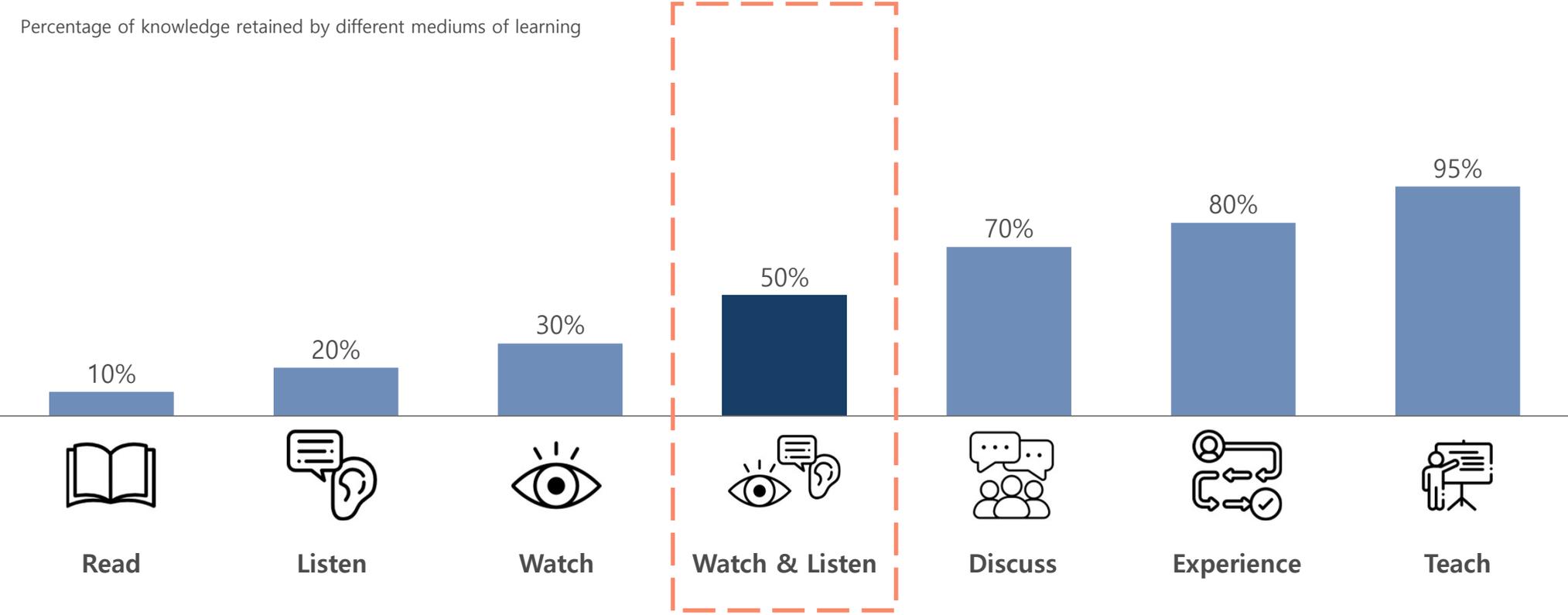
A classical Coaching is only focussing on reviews of individual identified needs, and less so on direct on-the-job improvement opportunities

Percentage of knowledge retained by different mediums of learning

10%	20%	30%	50%	70%	80%	95%
Read	Listen	Watch	Watch & Listen	Discuss	Experience	Teach

Our Sales COACH approach combines different training and coaching topics into one approach

Percentage of knowledge retained by different mediums of learning

| | Classical training | Group feedback session | Apply knowledge in day-to-day | Sales best practices group |

95%

80%

70%

50%

30%

20%

10%

Read   **Listen**   **Watch**   **Watch & Listen**   **Discuss**   **Experience**   **Teach**

Based on our PULSE AI data insights, we identify the needs on performance of salespeople when they actually happen on-the-job

The per conversion level colours indicate better/ worse performance vs. internal benchmark

|	Current		Target
	Totals	Overview	Overview
Active leads			
	30%		
Discovery call			
	50%		
SQL	Total: 272k	Volume: 272k	Volume: 335k
	88%		
Demo	Total: 239k	29%	34%
	55%		
Proposal	Total: 132k		
	60%		
Won Opportunity	Total: 79k	Total: 79k	Total: 114k
Sales YTD (Month 4)		Total: 348k	Total: 460k

Coaching recommendations:

- Next to investing more time into lead outreach activity, this sales rep should also investigate improvements to the process

- The problem here could either be not ideal lead lists, too much pushing people into Demos from discovery calls and/or weak proposal & closing skills

We have dedicated training materials that we can use next to coaching to educate your salesforce on best practice sales

		Content	Sales phases
I	**Lead identification and qualification**	• Set the lead criteria (e.g. size of company, industry, etc) • Create your long list of target companies & create sales plan • Qualification of leads (BANT, MEDDICC, Probes, etc)	• Lead criteria • Lead identification • Qualification of leads
II	**Contact with (prospect) customers**	• Use of different channels for 1st contact (LinkedIn, calls, etc.) • How to act in which channel/ contact point • How to build a relationship & identify opportunities	• Lead contacting • Identify & qualify opportunities
III	**Tangible/ Tactical sales tools**	• How to set-up and use LinkedIn right • What other tools to use (several tools and methodologies: e.g. how to plan your day, FAB, LEAP, and others)	• Upper part of the funnel mainly
IV	**Objection handling & closing**	• Similar standards for quotations • How to close a deal • How to handle objections	• Creating quotes & proposals • Closing deals
V	**Account Management**	• How to create an account plan • Understand customer organization and build relationships • How to gather customer insights to create new opportunities	• Account plan • Create repeat business

Coaching is the leading activity based on on-the-job insights, but amended by additional activities as needed
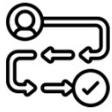
Applying knowledge

Ongoing Coaching

Defining use-cases in each person's day-to-day activities

Classical training

60 minutes

Explain and transfer knowledge

Group feedback session

30 minutes

Post-training sessions for accountability, open questions and discussions

Best practices group

30 minutes

Touch-points to discuss sales best practices create a peer-to-peer support mindset

Mindset shifts require consistent reinforcement; it starts with structured learning but thrives on day-to-day applications

Classical training	Group feedback sessions	Best practices group	Mindset shift
	Applying knowledge		

1 month

The real impact happens day-to-day

- Behavioral change takes weeks of consistent practice
- Application of knowledge is ongoing, transforming daily activities and behaviors
- Define clear governance in the sales team to maintain accountability

Training the trainer: we coach sales managers and give them a central role in optimizing the performance of the rest of the organisation using PULSE
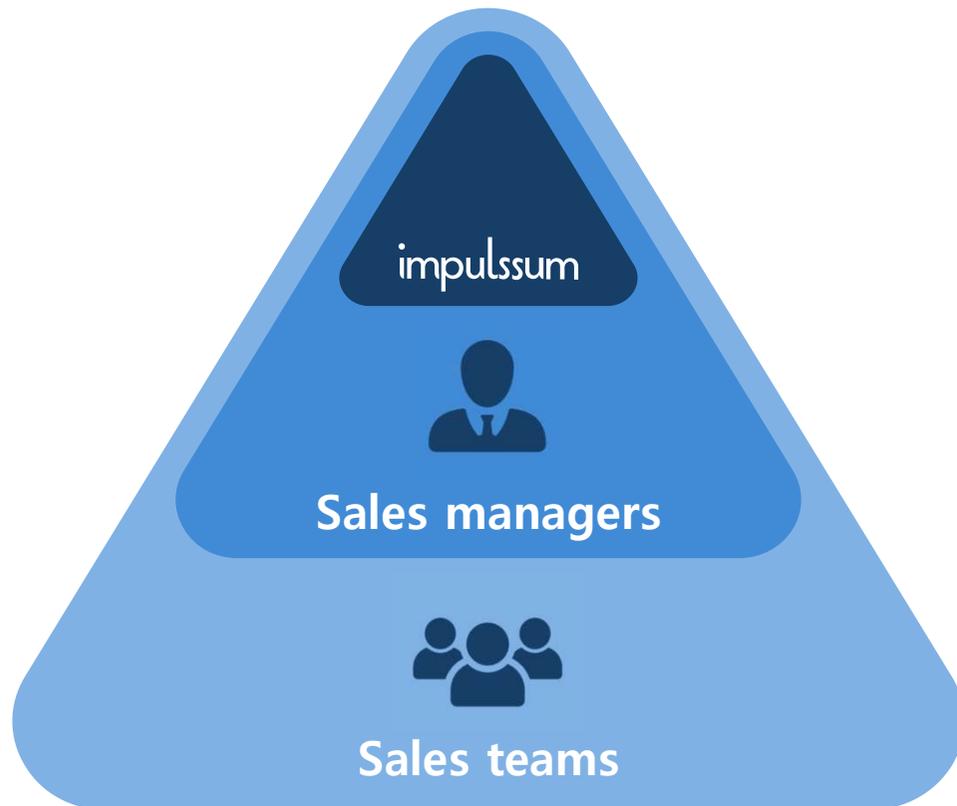

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Sales managers

Sales teams

Accountability and governance are essential for embedding training into daily operations, ensuring consistency across the organization

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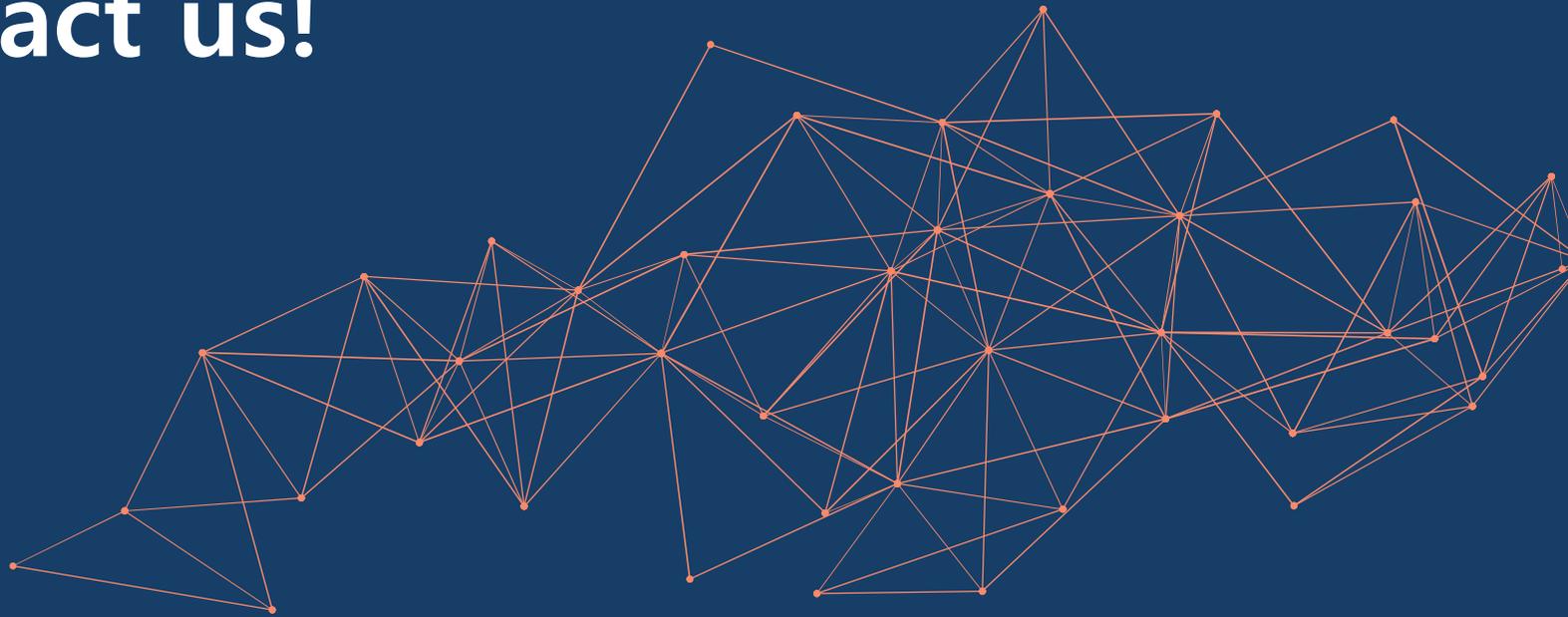
Sales managers

Sales teams

Train the Trainer:

- Managers ensure all team members apply trainings
- Regular check-ins to track progress
- Sales dashboard to identify coaching needs

Ensure accountability:

- Prepare client examples for each training
- Discuss how new skills will be applied
- Continuous skill use to embed learning long-term

If you would like to discuss this approach for your business, please contact us!

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