



A C O A C H I N G D I S C I P L I N E T O O L

The Coaching Conversation Map

Sort every producer conversation into four quadrants. Find the coaching gap. Close it.

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Less than 10% of sales leaders actually coach.

That's a big problem.

Pipeline reviews, deal inspections, ride-alongs, forecast calls, post-loss debriefs — sales leaders run all five and call the bundle "coaching." Most of it isn't. It examines the work after the fact, flags where it fell short, and moves on.

<10%

of frontline managers' time spent coaching

<50%

of managers feel confident enough to coach

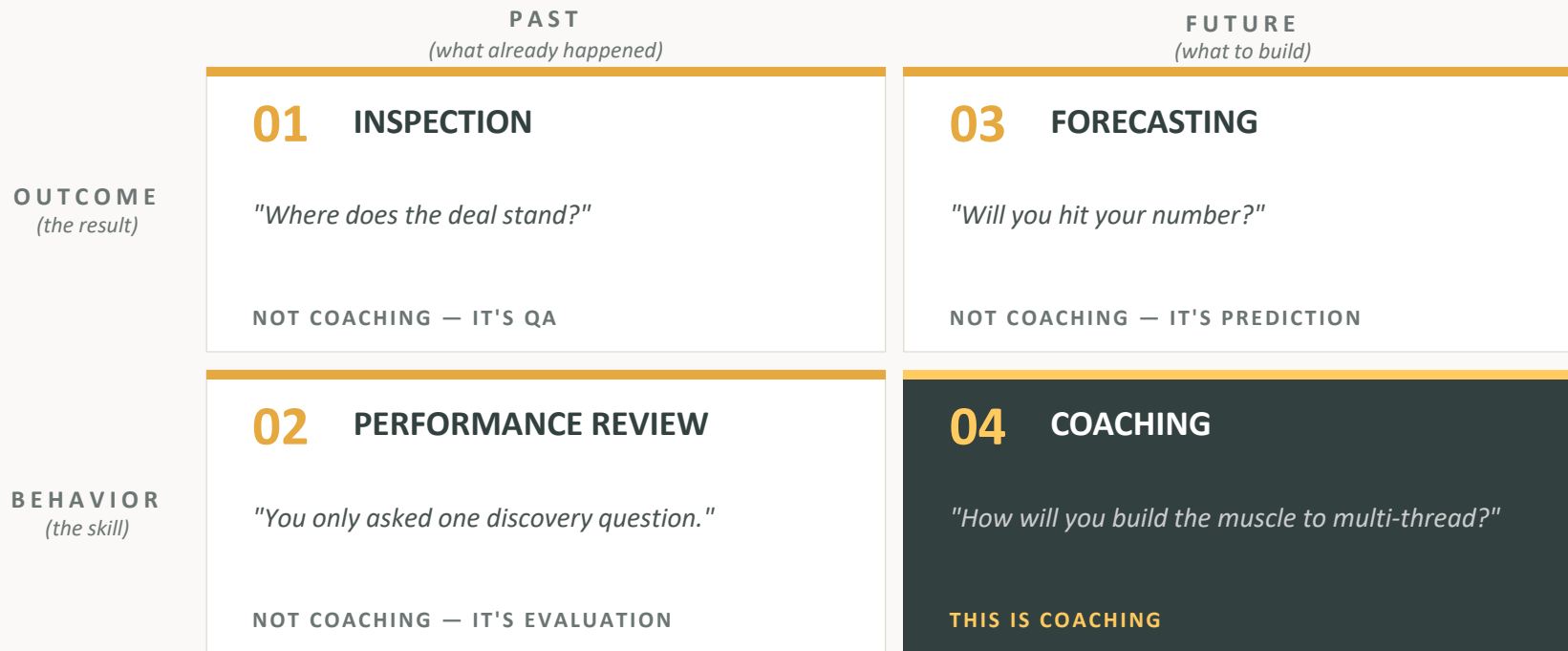
+19%

performance lift from great coaching

Source: CEB Sales Executive Council / Gartner research on sales coaching

Sort every producer conversation.

Three of the four quadrants are valuable. Only one is coaching.



T H E I D E A T O R E M E M B E R

From the founders of modern sales coaching theory:

"Coaches who spend lots of time talking about deals and little time building skills are essentially playing the game every night without ever attending practice."

— BRENT ADAMSON, CO-AUTHOR OF THE CHALLENGER SALE (CEB / GARTNER)

How to use this in your next pipeline review

Stop Doing

- Calling deal inspection "coaching"
- Spending 90% of 1:1s on outcome questions
- Treating ride-alongs as the development plan
- Skipping the practice conversation

Start Doing

- Auditing your calendar against the four quadrants
- Adding one Q4 conversation per producer per week
- Using the conversion prompts after every QA conversation
- Tracking time spent in each quadrant for one month

Run the calendar audit on the first Monday of every month. The pattern is the diagnosis.



K E E P G O I N G

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