

Build a better coaching plan

Get the best from every seller with our proven coaching methodologies.

Effective coaching is about amplifying productivity and effectiveness. To bring out the best in every player, you need a blend of broad-team-based perspectives and individual-level interventions.



The sales coaching workflow

At Salesloft, we apply a three-step workflow for sales coaching:

1

Set outcomes

Before you begin, you need to standardize metrics across the team. While you may want to personalize individual goals later, you generally want to hold the team accountable for these pre-set activity targets and KPIs.

2

Analyze performance

Start by reviewing performance at the team level. Check your coaching dashboard (or wherever you happen to keep a record of your sellers' performance) to look for trends and opportunities where the team as a whole could improve. For example, you may identify trends around the best time to call, or particularly high-performing cadences that should be shared with the larger team.

As you investigate team trends, look for the sellers who are falling behind the group. These are the players who may need more intensive coaching.

3

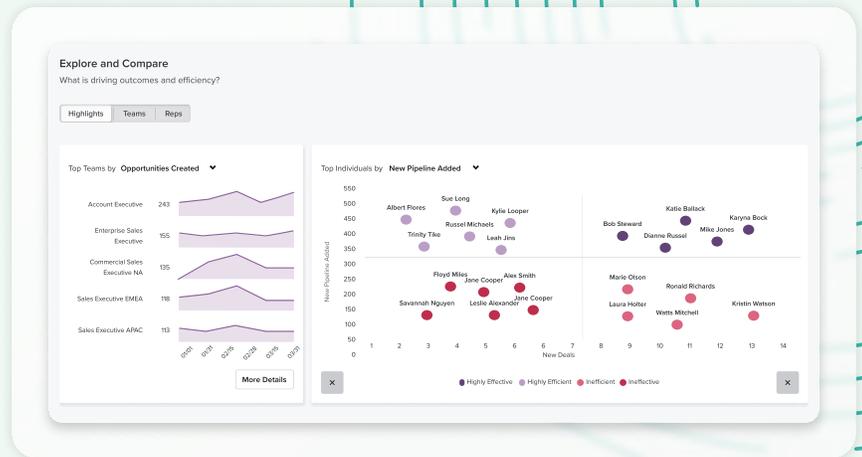
Meet and repeat

As you plan for 1:1s with your reps, keep the conversation focused on three goals: one individual goal, and two team-wide goals. The team goals will help keep them on track with the larger team, while the individual goal will feed into their personal growth.

And keep the agenda of your 1:1s consistent. Knowing what to expect in every conversation encourages accountability on the part of the rep.

Analyzing seller performance with Salesloft Coaching

Need an at-a-glance view of how your reps are doing? You can do it yourself, or you can use a sales engagement platform to make the process easier. For example, Salesloft conveniently surfaces team and individual performance trends in the Outcomes Dashboard, available in our Coaching tool.



Team performance

Assess how your team is doing overall and adjust to your strengths and weaknesses.

- Monitor how many activities it's taking your team to book a meeting or convert to an opp
- See how you're tracking against team goals for meetings booked, opportunities created, and overall activities
- Compare performance for different teams
- Check the scatter plot to identify top reps and see who is highly efficient, highly effective, inefficient, or ineffective

Individual performance

Armed with a clearer picture of team effectiveness, begin to provide personalized feedback

- See how each rep's outcomes compare to the team average
- Follow the trendline to see their performance over time
- Check to see whether the rep is employing the right mix of channel activities
- Monitor their individual goal progress to find areas that need special attention

Drive predictability

Find out how Salesloft helps you develop consistent performance that leads to more predictable revenue.

[Learn More](#)

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