



## **Sample Sales Coaching Weekly Agenda**

This is a sample coaching call agenda. Because these calls are focused on improving the performance of the individual salesperson, the salesperson often comes with their own priorities and agenda. Even when this true, most of the time on the coaching call is spent working on the salesperson's activity, the prospects in their pipeline, and their own personal sales challenges (as opposed to what is often sales training marketed as coaching).

We customize this agenda to help our clients meet their sales goals, while maintaining a focus on the individual being coached.

### **I. Prior Week's Activity (Time: 10 Minutes)**

- I.I. Prior Week's Sales Activity
- I.II. New Prospects Obtained

### **II. Prior Weeks Commitments (Time: 35 Minutes)**

- II.I. Follow Up Activity on Key Prospects
- II.II. Discuss and Write Action Plan to Advance Key Prospects
- II.III. Discuss and Write Action Plan to Advance Stalled Prospect

### **III. Personal Sales Challenges (Time: 10 Minutes)**

- III.I. Discuss Personal Sales Challenges
- III.II. Discuss and Write Action Plan to Improve Personal Performance

### **IV. Review (Time: 5 Minutes)**

- IV.I. Review Activity Commitments
- IV.II. Review Key Prospect Action Commitments
- IV.III. Review Stalled Prospect Action Plans
- IV.IV. Review Personal Performance Action Plan