



March 24, 2021

How To Enable Sales Manager Coaching

Manager Coaching Framework

	Activity	Skills	Knowledge
Top Performers			
Middle of the pack			
Bottom Performers			

Manager Coaching Framework

This is where you grade what each segment needs to do to achieve their revenue outcomes

	Activity	Skills	Knowledge
Top Performers			
Middle of the pack			
Bottom Performers			

Manager Coaching Framework

This is where you put the segments your focusing on coaching (could be a territory, a team, or individuals)

	Activity	Skills	Knowledge
Top Performers			
Middle of the pack			
Bottom Performers			

Manager Coaching x Team

	Activity	Skills	Knowledge
Jim	✓	✗	✓
Sophie	✓	✓	✗
Miguel	✓	✗	✗