

COACHING SELF-AUDIT FOR SALES MANAGERS

Open the lines of communication and identify your own blind spots with this reverse coaching exercise. Take this quick self audit and evaluate your coaching efforts from your own perspective. Then distribute copies of the coaching feedback form to each member of your sales team and ask them to complete and return it by a specified date.

Schedule a follow-up session with each person to clarify what each salesperson needs from you in terms of coaching once you've had a chance to review their responses.

Remember, your team's attitude reflects yours. It's important that you approach this exercise in the spirit of using feedback from your team to develop your own coaching habits and skills. Show them how eager you are to get better at your job, and can expect the same from them.

Do your salespeople have the opportunity to participate in the process of setting their own sales goals?

Yes No Sometimes

Do you set clear performance expectations for your salespeople?

Yes No Sometimes

Do you hold your team accountable to those expectations? Do you acknowledge them when they meet or exceed your expectations?

Yes No Sometimes

Do you schedule at least one joint call with each member of your sales team every quarter?

Yes No Sometimes

Do you offer each member of your sales team constant, honest feedback about their performance?

Yes No Sometimes

Do you strike the right balance in giving both positive and corrective feedback?

Yes No Sometimes

Do you think your organization works hard enough to ensure that salespeople master product and industry knowledge, selling skills and personal skills?

Yes No Sometimes

COACHING SELF-AUDIT FOR SALES TEAM MEMBERS

Help your sales manager coach you better. Please give your input regarding each of the following questions:

Do you have the opportunity to participate in the process of setting your own goals?

Yes No Sometimes

Do you have clear performance expectations from your sales manager?

Yes No Sometimes

Does your sales manager hold you accountable to those expectations? Does your sales manager acknowledge when you've met or exceeded those expectations.

Yes No Sometimes

Does your manager accompany you on at least one sales call every quarter?

Yes No Sometimes

Do you get regular, consistent feedback about your performance? Does your sales manager strike the right balance in giving both positive and corrective feedback?

Yes No Sometimes

Do you think your organization works hard enough to ensure that you master product and industry knowledge, as well as selling skills and personal skills?

Yes No Sometimes
