

# Sales Coaching Techniques: Coaching Before a Call

## Video Script



Sales managers: do you know when to coach your reps? Find out in our video and get a winning game plan you can use in your sales coaching sessions. [Go to Clarity's Video Sales Tips](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, Clarity Advantage. I haven't told a soccer story in a while, so here you go.

This one is about WHEN to coach.

One of my son's soccer coaches used to gather the team up in a big circle after a game, win or lose, and he would spend 15 minutes, 20 minutes, even 30 minutes with the team talking through situation after situation, haranguing them, shouting at them, congratulating them. It was painful to watch. I used to take pictures of their faces, tired, staring off into space, suffering quietly.

**This is like 20-minute or 30-minute post-call coaching in the sales field.**

The sales rep would rather be any place else but in that conversation, particularly if the call did not go well.

I am for short suffering. After a game or after a sales call, three questions: What were our goals? Did we reach them? What do we want to remember for next time? A few quick points and then done.

**The coach, however, has more work to do.**

Notes, detailed notes, about the call, including as many verbatim comments as the coach can capture.

These notes then provide the basis for pre-call coaching the next time. The NEXT time.

**Before the next game or before the next sales call, first practice:**

Role-play, discuss, practice more.

**Second, develop and discuss a game plan or call plan for the next calls.**

**Third, just before the game or sales call,**

a few quick cues, no more than three or four, to bring the coaching and the practice present, in the moment... so that sellers or players go into action focused, tuned, and ready to go.