



1:1 Rep Coaching

Cloud9 Analytics Blueprint Series



What's The #1 Thing a Sales Manager Can Do To Increase Sales?

Answer: Turn an “average” sales rep into a “high performing” sales rep. Sales team performance studies continually highlight the disparity between high performance reps and average reps. The difference is more sales. The difference is effective coaching.

Coaching sales reps is a critical aspect of sales management, but it's not easy. Do you find sales managers ask a lot of open-ended questions during rep coaching sessions? This is a good practice, but it also may indicate a lack of information about your reps' current deal status, what activities he should be doing, and how reps rank with others on the team. It's hard to get this out of your CRM system.

Now there's an easier way. With Cloud9, sales managers see “what's changed” for each rep's important deals. And when traveling, a sales manager can receive watchlist emails to alert them about changes in their reps' top deals.

And at the opportunity level, managers need to direct sales coaching at specific deals that are stuck in the pipeline to change rep behavior and have a direct impact on sales.

Getting instant access to “what's changed” in a sales rep's pipeline lets managers direct behavior, as it occurs. We call this “Detect and Correct” versus the old way of coaching, “Measure and Punish”.

Imagine how sales managers can now discuss selling techniques, pace of deals, and account strategies with each sales rep, knowing what's changed in their pipeline on any given day.

Cloud9 Coaching Blueprint

1. Create Watchlists for Top Deals

You'll always know what's changed.

2. Rank Reps by % of Quota Attainment

Benchmark individual performance against the team.

3. Review Age in Stage for Top Opportunities

Identify "stuck" deals and coach rep.

Tip: Repeated deal deferrals or deals consistently closing at a lower value, are red flags. Cloud9 even warns you of these events.

Cloud9 powered coaching sessions proactively uncover problems as they relate to deal quality. Now, instead of only asking open-ended questions, you can suggest rep activity that is relevant to the rep, right now. This approach results in more closed deals.

Better Coaching for Schneider Electric

“After a year of using Pipeline Accelerator, 75% of our sales reps report that their coaching sessions have improved or significantly improved. I have to think this improved manager/rep communication is in large part responsible for the fact that we are 18% ahead of our sales target for 2010.”

Dave Henrichs, BDM, Schneider Electric