Want a More Focused Sales Team? Do This Every Friday.

In my media sales management days, I had this great coach, Brian.

One of those blokes who could see the whole chessboard when I was still trying to remember the rules. And Brian had this mantra:

“The more you focus on a result… the more likely you are to achieve it.”

Sounds obvious. But like most simple things, it only works if you actually do it. Fast forward to a recent coaching gig. I was helping a client get a weekly sales meeting up and running. We started strong… then the wheels slowly came off. Meetings wandered. People rambled. And yes, I’ll put my hand up — that was on me.

Brian would’ve given me the look.

His rhythm was simple: Monday/Tuesday → a clear agenda.

During the week → “Coach in the car,” he’d say

Friday → a sharp 15-minute review, celebrate wins, finish strong. Nothing fancy. Just consistent. But here’s the thing: Doing that every single week turned one loss-making media company into a profitable one… In six months. So if you’re wondering whether a Friday review is worth it.

Yeah.

It absolutely is.

Have a great week running your time:

Need some help?

Check out why 24 million salespeople have taken this assessment.

Mike