

What You *Should* Coach:

You *can* coach someone to:

Show up better

Teach them how to be on time, stay organised, and stick to a routine.

Say the right things.

Help them learn what to say on calls, in meetings, and when handling objections.

Do the work properly

Show them how to build a pipeline, follow up, and keep things moving.

Get more confident

Confidence grows when skills grow. If they practise, they get better, I promise.

Use a system

Teach them the steps. Show them how to follow a process. Make it simple.

These are skills. Skills can be taught.

What You *Can't* Coach:

You *can't* coach someone to:

Want it more

If they don't care... You can't make them care.

Be hungry for success

You can't install ambition like an app.

Love the chase

Some people naturally enjoy calling, meeting, and selling. Others avoid it.

Keep going when it's tough

Grit comes from inside, not from a pep-talk.

Push themselves without being told

You can't teach "initiative" to someone who doesn't have it.

These are personality traits. They come baked in.

Easy Summary

Coach the skills.

Hire the drive.

Have a great month selling your stuff

Mike.

P.S. Want to book a call to hire better salespeople? Try out the POP 7-Sales DNA Assessment for FREE.

[Click on this link, and book a test.](#)