

# 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.](#)