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.