

# Small Business Coaching

## Sales Growth Often Stalls without the Right Structure

Many small and mid-size companies reach a point where sales growth becomes inconsistent or overly dependent on a few individuals. Leaders know improvement is possible, but they lack the time or structure to build a stronger sales system.

### Common challenges our program addresses:

- Sales results that fluctuate month to month
- Too much dependence on the owner or a few key salespeople
- Lack of a clear sales process or consistent prospecting rhythm
- Difficulty holding the team accountable to goals and metrics
- Uncertainty about where to focus to create the fastest improvement.

## Program Overview

This 16-week coaching engagement helps business owners and sales leaders strengthen their sales structure, leadership approach, and growth strategy.

- Each engagement is customized based on the organization's current challenges and opportunities.
- We work directly with leadership to prioritize the changes that will create the fastest traction.
- Coaching sessions focus on practical execution, while your team applies what is learned between sessions.

## Engagement Structure

Each week we will follow structured steps for sales performance improvement.

1. Together we identify potential topics from core themes
2. Align each topic using the TGROW Weekly Coaching framework
3. Map the Path Forward using the TGROW method
4. Conclude with the Way Forward and Action Steps

**Week 1:** Tactical Coaching Session

**Week 2:** Review & Feedback – The next coaching call reviews execution, challenges, and results before introducing the next tactical area.

This rhythm repeats throughout the program, allowing for deeper learning and tangible business impact. Each tactical topic builds upon the last, ensuring momentum and accountability while maintaining flexibility to address emerging business priorities.

### Core Areas of Focus:

#### Sales Foundation & Leadership Presence

**Goal:** Establish clarity, structure, and accountability across the business.



#### Potential Focus Areas:

- Leadership habits that drive sales performance
- Sales meeting cadence and accountability systems
- SMART objectives aligned with company goals
- People and team structure (GWC, right seats)
- Building a culture that supports consistent sales performance



#### Example Outcomes:

- Clear sales leadership structure
- Stronger accountability across the team
- Aligned sales goals and leadership priorities

## Sales Strategy & Methodology

**Goal:** Strengthen pipeline generation, sales process and go-to-market execution.



### Potential Focus Areas:

- Ideal client profile and value proposition
- Differentiating your product or service in the market
- Sales process mapping and funnel metrics
- Prospecting systems and outreach cadence
- Customer retention and account growth strategies
- CRM and sales technology best practices



### Example Outcomes:

- Clear positioning and messaging
- A defined sales process
- Improved conversion and pipeline visibility

## Essential Sales Knowledge & Skills

**Goal:** Develop leadership capabilities and build a culture of accountability.



### Potential Focus Areas:

- Coaching vs. managing salespeople
- One-on-one meeting structure and feedback systems
- Aligning KPIs with company goals
- Sharing sales best practices across the team
- Managing different selling styles (hunters vs. farmers)



### Example Outcomes:

- More effective sales leadership
- Increased team motivation and ownership
- Stronger performance management

## Sales Analysis & Organization

**Goal:** Build scalable systems and a roadmap for long-term growth.



### Potential Focus Areas:

- Sales technology and CRM optimization
- Quota design and performance metrics
- Hiring plans and sales capacity planning
- Incentive compensation structures
- Long-term sales growth strategy



### Example Outcomes:

- Clear visibility into performance metrics
- Scalable sales systems and processes
- A roadmap for sustained growth



## What Leaders Gain

**By the end of the program, leaders typically gain:**

- Clear priorities for improving sales performance
- Stronger leadership habits and accountability systems
- A more consistent sales process and pipeline structure
- Greater visibility into sales performance and metrics
- A roadmap for sustained sales growth