



Sales Coaching Session

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The COACH framework, created by Cory Bray and Hilmon Sorey, Co-founders of CoachCRM and ClozeLoop, is an easy-to-remember approach to take for your next coaching session.

WHAT TO THINK ABOUT BEFORE THE MEETING

- ☐ **Challenge:** What's the challenge you'll be addressing in the session?

Summary:

Next Steps:

- ☐ **Outline:** Outline a game plan for the session

Summary:

Next Steps:

WHAT TO DISCUSS DURING THE MEETING

- ☐ **Action plan:** What do you think will help you improve? What steps will you take to do so?

Summary:

Next Steps:

- ☐ **Consequences:** What's going to happen if you don't take those steps?

Summary:

Next Steps:

- ☐ **Hold accountable:** What are you responsible for doing and by when?

Summary:

Next Steps:
