THE 15-MINUTE MANAGER AUDIT

# MANAGER COACHING EFFECTIVENESS SCORECARD

Your team does not improve because coaching happens. It improves when coaching changes what reps do on their next conversation.

THE CORE QUESTION

**Can you prove your managers are developing repeatable sales behaviors - or are they simply reviewing results?**

## WHAT THIS TOOL REVEALS

01 **Coaching rhythm**
Is improvement scheduled or accidental?

02 **Quality of feedback**
Do reps leave with a specific behavior to change?

03 **Skill development**
Is practice happening between real calls?

04 **Accountability**
Are commitments reviewed and reinforced?

05 **Evidence of improvement**
Can leaders connect coaching to better execution?

# SCORE YOUR COACHING SYSTEM

Rate each statement from 0 to 3 using evidence from the last 30 days. Circle a score for every line; avoid scoring intentions or plans.

| 0 NOT IN PLACE | 1 INCONSISTENT | 2 USUALLY | 3 CONSISTENT |
|---|---|---|---|

## 01 COACHING RHYTHM

| | | | | |
|---|---|---|---|---|
| Each rep receives scheduled coaching, not just ad hoc corrections. | 0 | 1 | 2 | 3 |
| Managers review real calls or deals every week. | 0 | 1 | 2 | 3 |

## 02 FEEDBACK QUALITY

| | | | | |
|---|---|---|---|---|
| Feedback identifies one observable behavior to improve. | 0 | 1 | 2 | 3 |
| The manager models what good execution sounds or looks like. | 0 | 1 | 2 | 3 |

## 03 SKILL DEVELOPMENT

| | | | | |
|---|---|---|---|---|
| Reps practice weak moments through role-play or rehearsal. | 0 | 1 | 2 | 3 |
| Coaching is tailored to individual skill gaps, not generic advice. | 0 | 1 | 2 | 3 |

## 04 ACCOUNTABILITY

| | | | | |
|---|---|---|---|---|
| Each coaching session ends with a clear next-action commitment. | 0 | 1 | 2 | 3 |
| The manager checks whether the new behavior was used. | 0 | 1 | 2 | 3 |

## 05 PROOF OF IMPROVEMENT

| | | | | |
|---|---|---|---|---|
| We track execution indicators, not only sales outcomes. | 0 | 1 | 2 | 3 |
| Coaching trends inform the next week's training priorities. | 0 | 1 | 2 | 3 |

**TOTAL SCORE** _____ / 30 **NEXT: INTERPRET**

# WHAT YOUR SCORE MEANS

**0-10**

### REACTIVE

Coaching is mostly informal. Start with a weekly review rhythm.

**11-20**

### DEVELOPING

Some good habits exist. Standardize feedback and follow-through.

**21-26**

### STRUCTURED

Your system is working. Tighten measurement and consistency.

**27-30**

### REPEATABLE

Protect the standard. Validate outcomes and share best practices.

## YOUR 14-DAY COACHING RESET

Choose the lowest-scoring category. Fix one behavior before launching a broad training initiative.

**1. THE GAP**

The behavior we need managers to reinforce:

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**2. THE COACHING MOVE**

The call review, drill, or feedback routine we'll introduce:

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**3. THE EVIDENCE**

What we'll observe or measure in two weeks:

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**WANT A SECOND SET OF EYES?**

Book a complimentary 15-minute Sales X strategy session.

**BOOK A SESSION >**