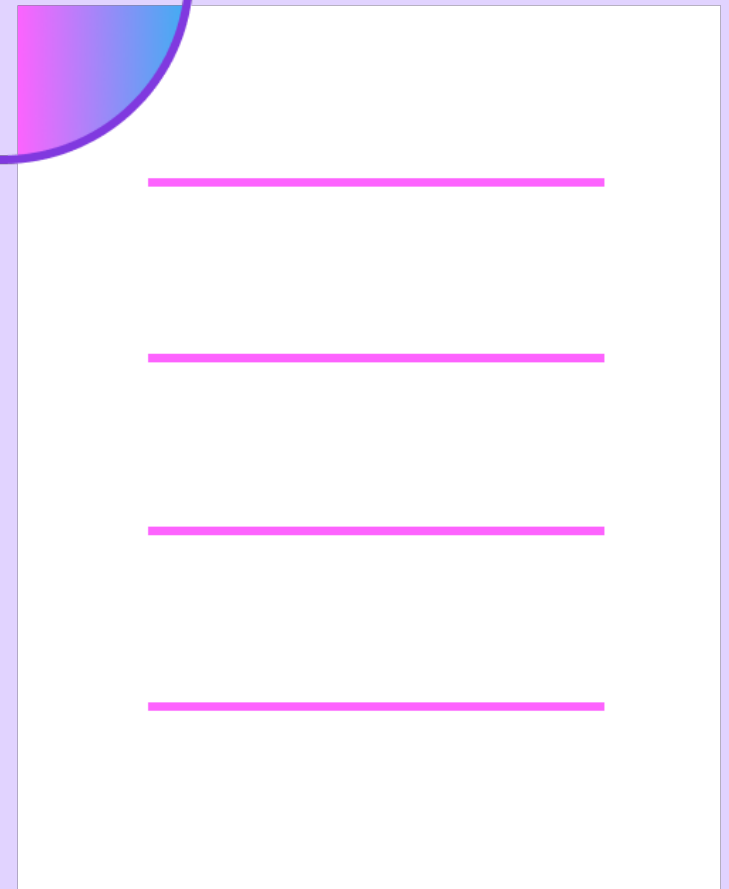
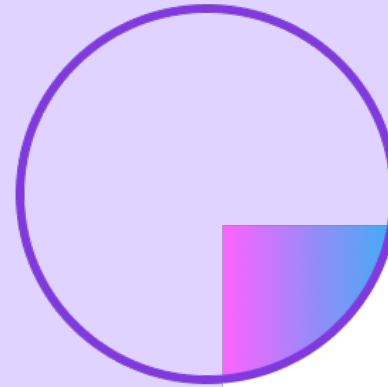




The sales playbook for frontline managers:

4 COACHING BEST PRACTICES





Frontline managers can turn decent reps into great ones with the right coaching. And when reps feel like they have adequate levels of coaching to be successful in their role, they are **nearly twice as likely** to stay with a company.

But that requires time and attention — luxury items for managers entrenched in dozens of asks, forecasting meetings, and countless call reviews.

Quickly, the question becomes: As a manager, how do you better manage your workload and prioritize coaching — whether that's one-on-ones, role plays, and other methods to create long-term impact? How do you scale winning behaviors across all calls without the overhead?

That's why we put together these four proven best practices that you can use to streamline and evolve how you coach.

4 COACHING BEST PRACTICES

01

Master initiative roll-up and messaging roll-out

You've worked with sales and enablement leadership to craft messaging, but you need to ensure it sticks. That requires training teams with the right assets and reinforcing key wording so your positioning is actually put into action in the field.

Some key considerations to keep in mind as you refine your strategies:

- **Make messaging digestible.** Break it down into clear, easy-to-reference takeaways.
- **Create a formula based on real wins.** Learn from top reps (and their winning deals) to incorporate what's actually working into your messaging.
- **Train systematically.** Reinforce messaging through ongoing call scoring and reviews, not just one-off training.
- **Measure and refine.** Use feedback and data to understand how adoption supports win rates, then bring that data to leadership to show what's driving results.

Consistent rollouts ensure that your team not only knows the messaging but also uses it on every call.

02

Improve your call scoring with structured feedback

How frequently can you say you know exactly what ultimately won a deal? If the answer is “sometimes” or “not very often,” that can make it difficult for reps to understand what actually drives success. It results in call feedback that’s too subjective to build reps’ skills and improve their outcomes.

Our recommendation: Implement objective call scoring that ties specific behaviors to your **sales methodology** and **pipeline impact**.

For methodology, you’ll want to focus on KPIs like discovery question quality and depth, pain identification and quantification, and stakeholder mapping accuracy.

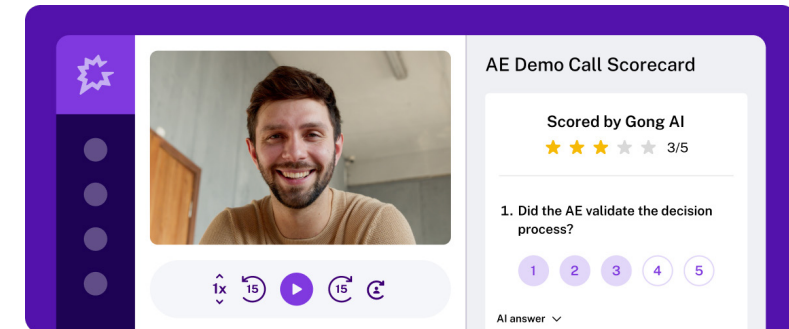
For pipeline impact, drill into buyer engagement, competitive positioning, deal velocity, and close probability.

HOW GONG CAN HELP

AI Call Reviewer

Save time, ensure consistency, and deliver faster, more actionable feedback with automatic structured call scoring. AI Call Reviewer can:

- Suggest answers for scorecard questions that managers can accept or adjust.
- Score entire calls automatically using your criteria.
- Identify skill gaps like objection handling or inconsistent next steps.



03

Make your one-on-one deal reviews more strategic

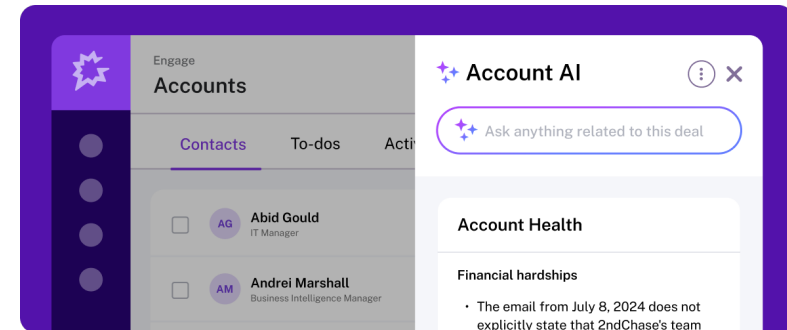
Traditional deal reviews consume a lot of time while delivering limited insight, often devolving into status updates rather than strategic coaching sessions. Plus, deals are difficult to track because critical information about deal status isn't in your CRM — it's in your reps' heads.

Get a truly holistic view of deal health by fueling deal review briefs with unbiased, comprehensive data automatically. With technology like **AI Briefer**, reps can surface deal health information ahead of a deal review. This allows frontline managers to use the meeting to focus on building out strategy and problem-solving, rather than getting just status updates.

HOW GONG CAN HELP

AI Briefer

AI Briefer generates structured summaries for accounts, deals, and calls. Rather than digging through long transcripts, you get organized summaries of key points tailored to specific use cases like preparing for meetings or reviewing deal status. Briefs are available throughout Gong so you can access relevant information wherever you are.



04

Inspire your reps and encourage self-learning

Traditional top-down coaching creates dependency and limits scalability, while failing to build the self-sufficiency that drives long-term success. Effective coaching isn't about instructing reps — it's about facilitating their skills and showing them how to improve their own performance.

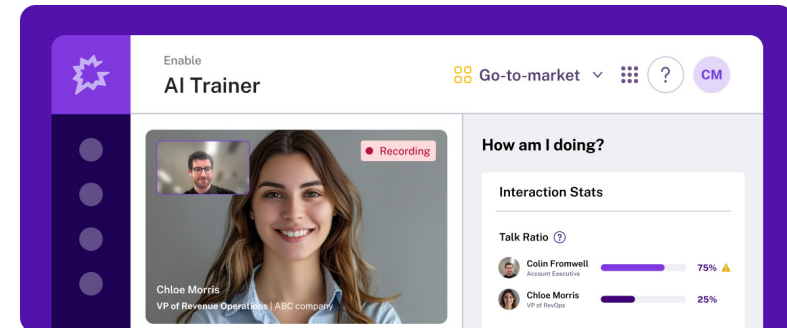
You can foster a culture of continuous learning and self-improvement with call self-assessment tools, curated call libraries, and encouraging reps to share knowledge.

When reps take ownership of their development, your coaching becomes exponentially more effective because it builds on their self-directed learning efforts.

HOW GONG CAN HELP

AI Trainer

AI Trainer creates realistic role-play scenarios built based on your company's specific sales calls. This allows reps to sharpen their skills in a no-stakes environment before engaging real prospects.





The path to your best quarter yet starts here

Implementing these four best practices will help you become a coach that creates measurable change — not just across your team, but also your broader GTM organization. Start small, build momentum, and tap revenue AI technology, like the **Gong Revenue AI Platform**, along the way to turn your coaching into a strategic advantage.

Remember, great coaching isn't about perfection; it's about consistent improvement and genuine investment in your team's success. Your reps are capable of extraordinary results, and with the right coaching approach, you'll unlock that potential and build a team that doesn't just hit their numbers — they shatter them.



Want to learn more?

Get a demo.



