

## 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:

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Next Steps:

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

Summary:

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Next Steps:

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### 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:

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Next Steps:

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

Summary:

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Next Steps:

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

Summary:

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Next Steps:

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