



E-BOOK

Next Level Coaching

# **5 Reasons Why Revenue Teams Win With Personalized Coaching**

# It's Time to **Level-Up** Coaching

**“No other productivity investment comes close to coaching in improving performance.”**

This quote was first published nearly 10 years ago in a [Harvard Business Review article](#). Fast forward to today, and our frontline, revenue-facing teams work in a more competitive, fast-paced, and complex environment than ever. However, it still seems like most organizations struggle to invest in coaching that actually moves the performance needle. In fact, most managers [spend less than 5%](#) of their time coaching their team.

Why does this all matter? Because over [75% of employees](#) desperately want coaching in the workplace. When revenue leaders deliver personalized coaching to each and every one of their reps, their team sees amazing results. We believe it's time for leaders to challenge the status quo and take coaching to the next level. That's why we created our newest product, [Lessonly Skills](#). And, it's exactly why we created this resource, too. We'll dive into five key results that revenue leaders see when they embrace and deliver personalized coaching at scale. So, let's level up, together.

— **The Seismic Team**



# Personalized Coaching Drives Real Results

Coaching works, and we found the stats to back it up. Here's a quick look at five of the biggest benefits.

#1



28% more reps hit productivity goals if they receive top-notch coaching.

pg. 5

#2



65% of reps say they're more engaged with their jobs when they receive high-quality coaching.

pg. 8

#3



Retention increases by more than 20% when employees receive on-the-job coaching.

pg. 11

#4



Companies see a 38% increase in total sales when coaching is done correctly.

pg. 14

#5

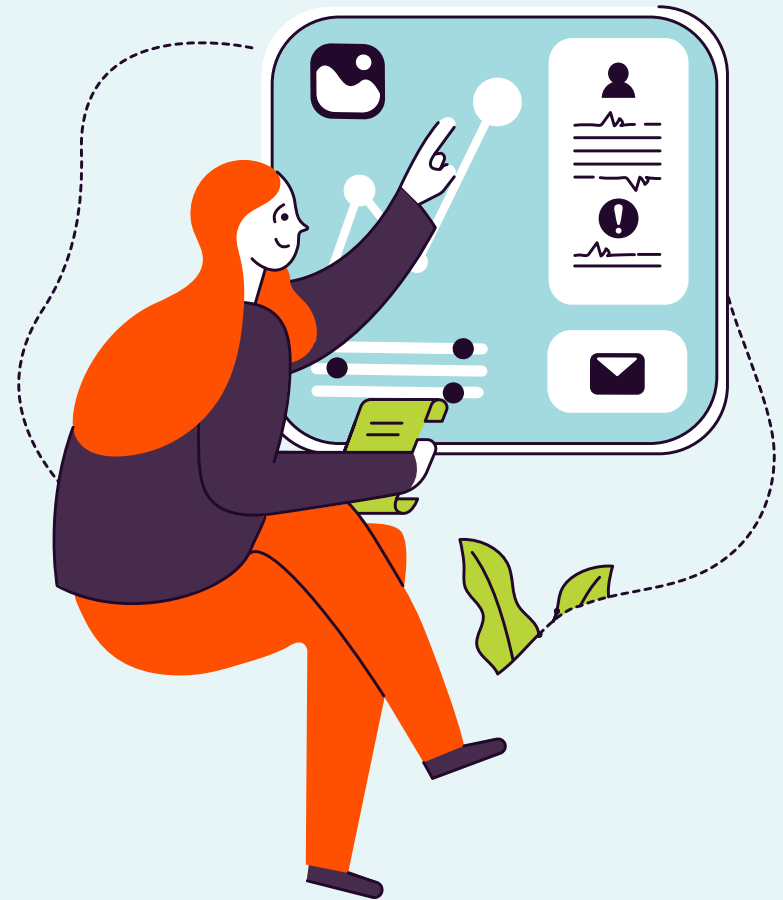


Teams experience a 76% increase in closed-won rates when they take a personalized coaching approach.

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# #1 Productivity





**It's simple:** Productive reps hit their business goals faster. Whether it's exceeding quota or improving CSAT scores, productivity is a key indicator of success. But being productive is way easier said than done. Luckily though, when coaching is combined with the right training, reps are more likely to increase their overall output because they know how to prioritize their time and do their jobs excellently.

Personalized coaching targets skill gaps and areas where individual reps may not be as efficient as they need to be for success. Great coaches see these gaps and deliver content, advice, and feedback that helps revenue teams grow faster and become productivity pros.

**28%**

more reps hit productivity goals if they receive top-notch coaching



**Lessonly Skills** makes it easy to capture a holistic view of your rep's skill development in one place. Plus, teams can submit three types of assessments:

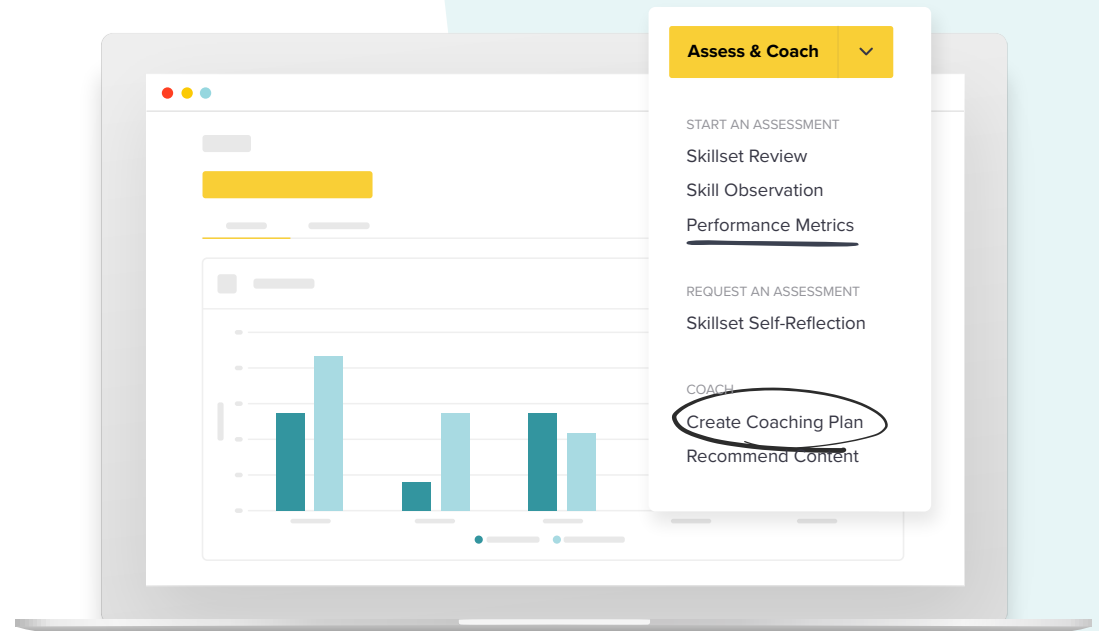
Together, these three assessments uncover opportunities for additional development and help leaders close the gap faster. lorem, ac suscipit nulla massa sed purus.

**Skillset Reviews:** Rate a rep's skill level or competency.

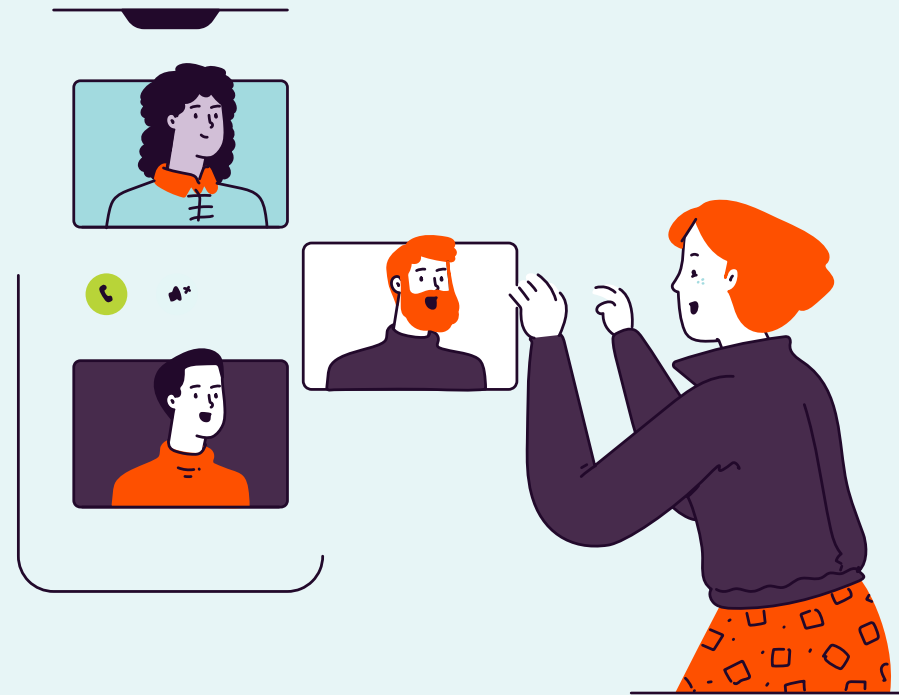
**Skill Observations:** Rate a specific skill that you observed during an activity, like a call.

**Self Reflections:** A new hire assesses their own skill set.

Together, these three assessments uncover opportunities for additional development and help leaders close the gap faster.



# #2 Engagement





Reps have to be engaged for the business to succeed. Unfortunately the typical, “one-size-fits-all” training and enablement programs are anything but engaging. We live in a world where companies deliver the same enablement programs across the board to every single teammate because there just isn’t enough time for customization. But in reality, this type of training isn’t effective. And, it actually wastes up 90% of training dollars because only 10% of employees feel engaged.

Now imagine this: What if we actually personalized the training and coaching experience for each seller? That means reps receive training, ongoing enablement, and coaching that’s focused on their individual strengths, weaknesses, and goals, in addition to company-wide product releases, service announcements, and process updates.

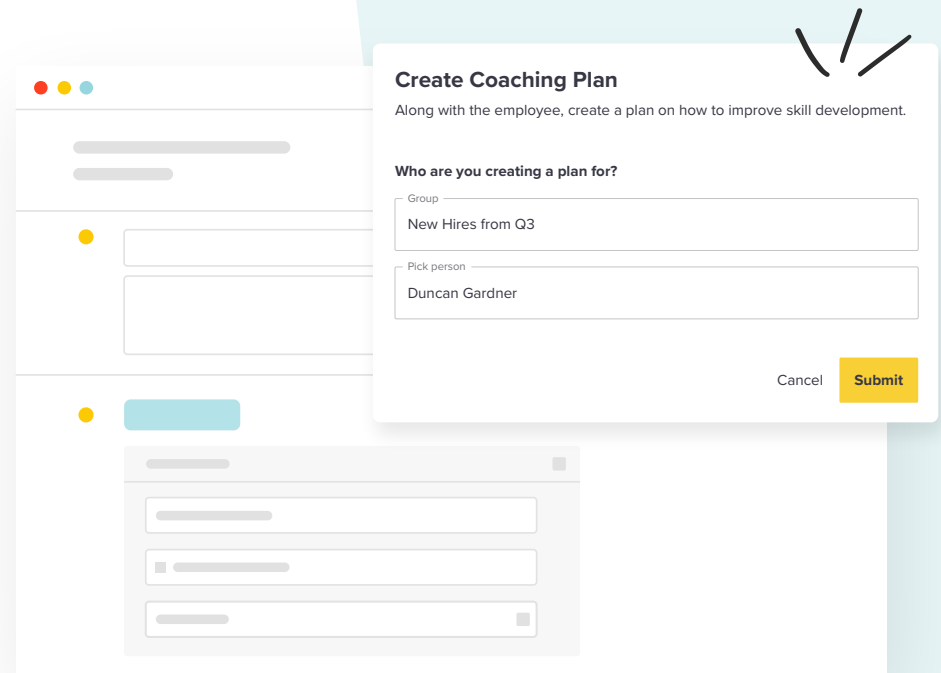
**65%**

of reps say they’re more engaged with their jobs when they receive high-quality coaching.

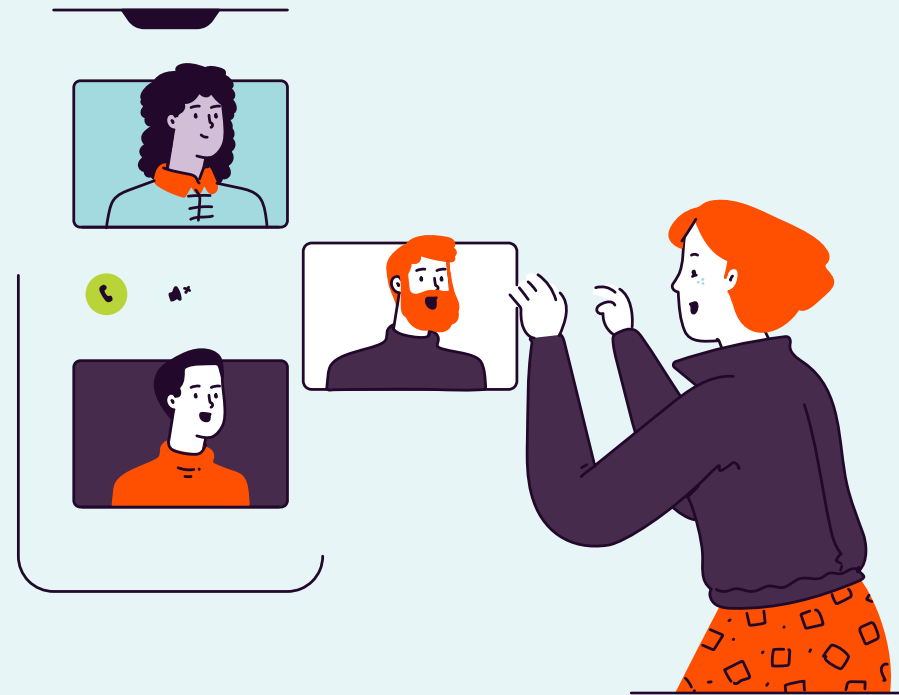




**Lessonly Skills** strengthens the relationship between managers and reps for added engagement. Together, they can build actionable, personalized coaching plans for improvement. This creates a mutual understanding on the steps needed to up-level skills beyond onboarding. The plan can include tasks like taking a lesson, completing practice scenarios, listening to a call recording, watching a tutorial, completing a certification, or shadowing a colleague.



# #3 Retention





The average tenure of a rep is approximately two years. And, improper coaching is actually the number one reason why sellers leave a company. But, studies show that companies with great enablement programs have lower turnover rates than organizations with sub-par enablement. Employees typically crave two things in their career.

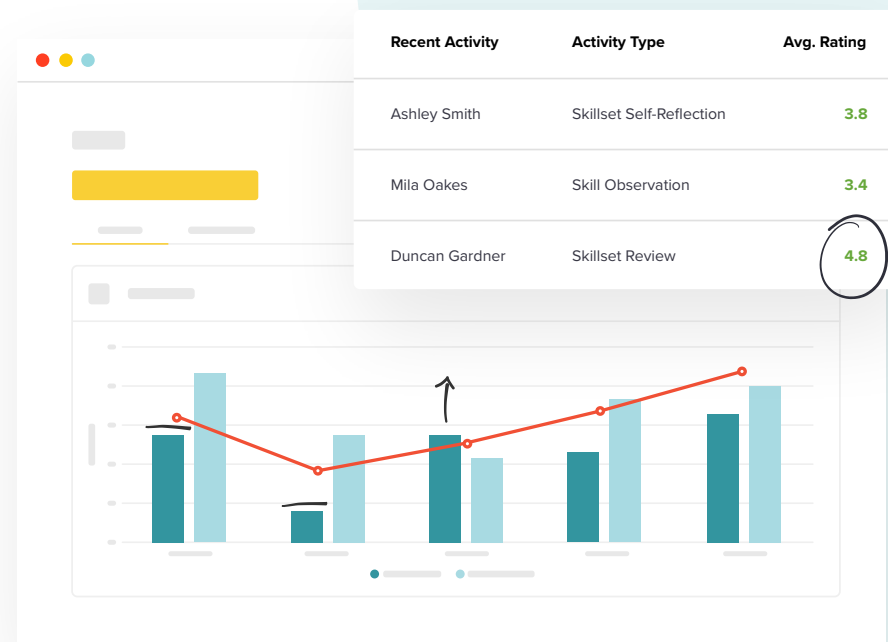
First, they want to feel like their employer prioritizes their development and growth, which includes opportunities for ongoing coaching. Second, they want to feel confident and capable to perform in their roles. When you invest in next-level coaching, you can provide employees with both.

# 28%

Retention increased by more than 20% when employees receive on-the-job coaching.

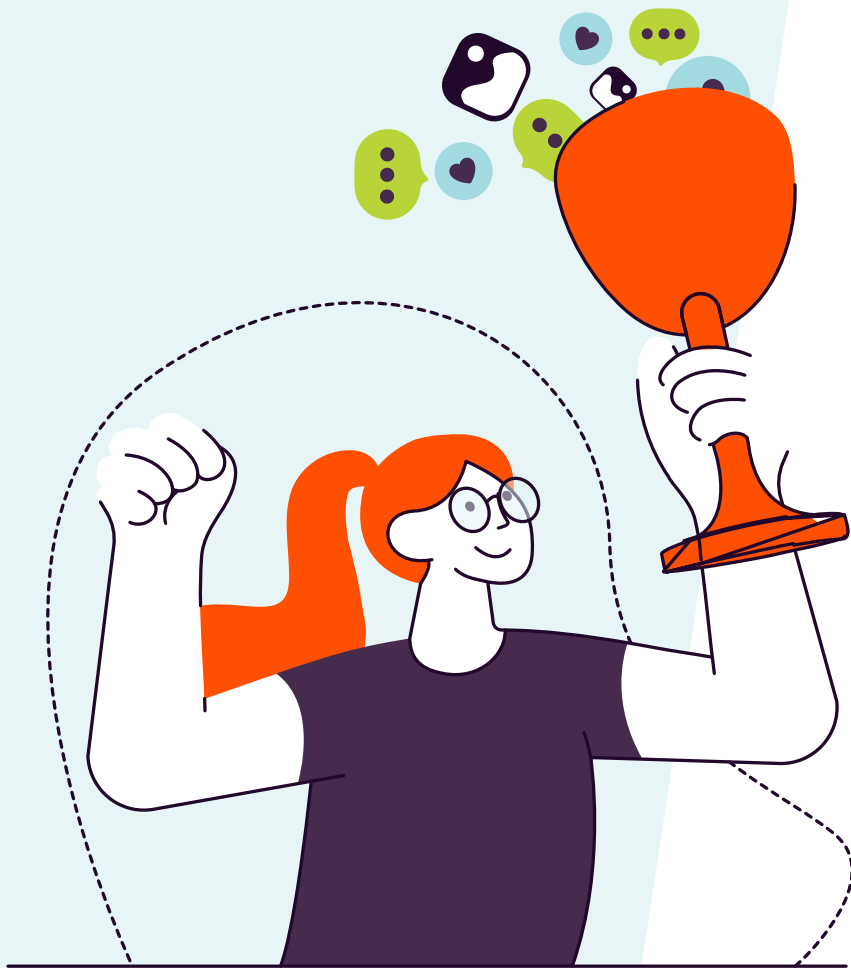


**Lessonly Skills** makes tracking skill levels and progression over time simple, so leaders and reps themselves can easily analyze their performance and ensure that their career never feels stagnant.



# #4 Performance





When reps are more productive and engaged, they're more likely to perform. And while many revenue leaders think that only the weakest performers should receive coaching, studies tell us otherwise. In reality, the real payoff from good coaching actually lies among the middle 60% of your team, as they have the greatest potential for growth and improvement.

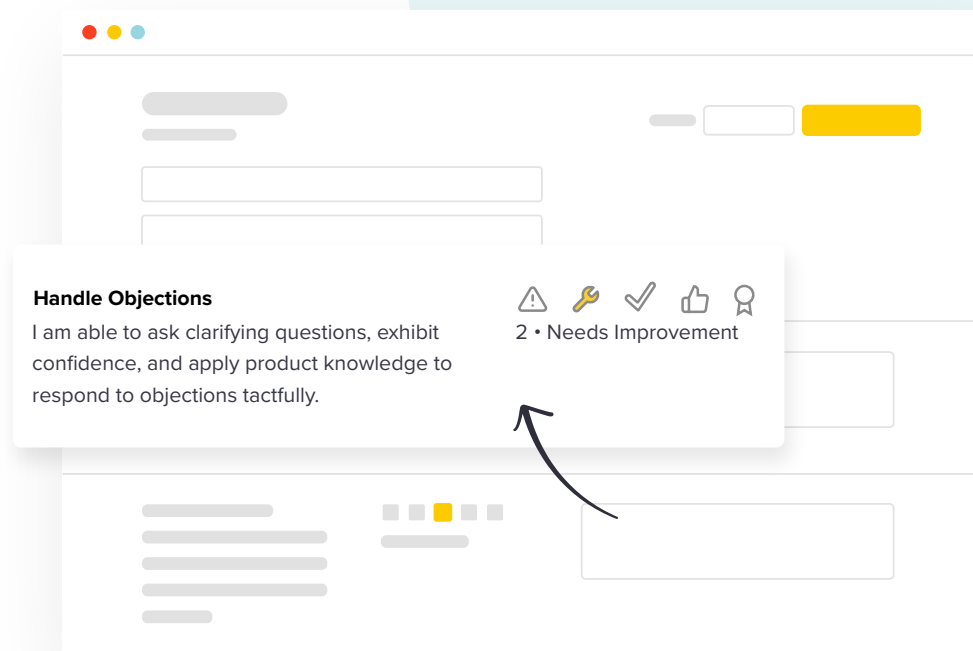
It's important to deliver critical skills training and coaching that's directly tied to business outcomes if you really want to improve performance. To do this, first look for each rep's largest opportunities for growth and prioritize coaching and development plans from there. Then, create a clear training path that features hands-on skill practice, measurement, and feedback to ensure they're actually improving.

# 38%

Companies see a 38% increase in sales when coaching is done correctly.



**Lessonly Skills** empowers enablement leaders to identify the most critical skill competencies that drive the highest impact. For each critical skill competency, leaders can choose what content and tasks are best suited for skill development, making it a no-brainer for managers to create a winning coaching plan. These tasks can also have due dates to ensure that reps are progressing towards improvement at a pace that impacts performance.



# #5 Closed-Won Deals







When leaders efficiently and effectively coach their reps, everyone moves towards revenue-driving activities faster. This results in reps who crush goals and boost win rates by as much as 25% on an individual level.

At the end of the day, prospects and customers are more likely to close a deal with someone who actively listens to their problems, recommends the right solutions, and provides actionable next steps. So when reps receive ongoing coaching that hones their listening, communicating, problem-solving, and demo skills, they'll be able to foster stronger relationships and create better experiences that get the deal done.

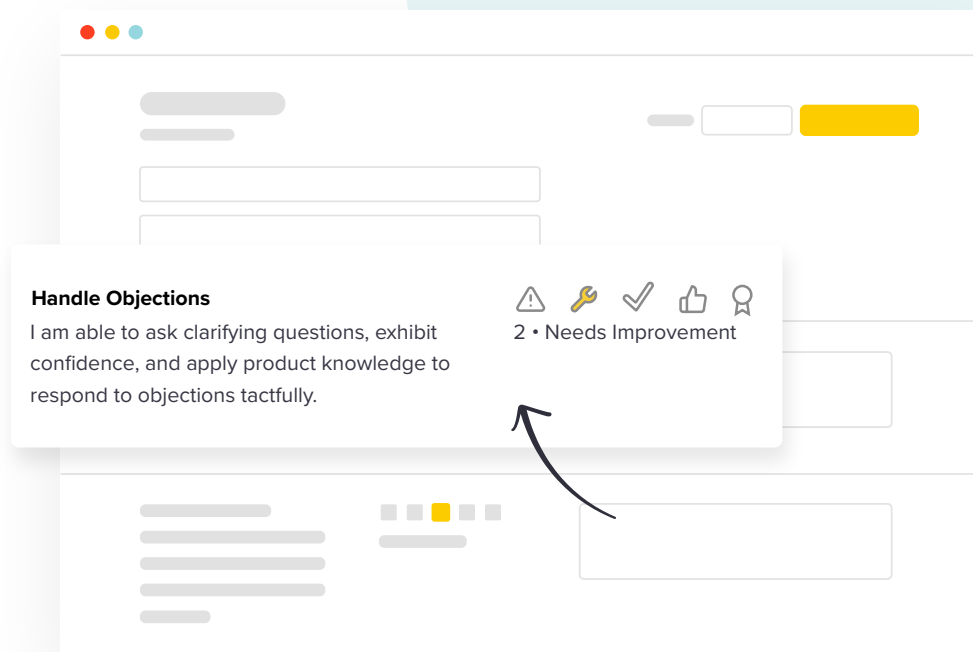
Teams experience a

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increase in closed-won rates when they take a personalized coaching approach.



**Lessonly Skills** fosters deal-winning relationships with customers and prospects. Managers are also empowered to take charge of their team’s development, which leaves more time for enablement leaders to strategize and keep up with their fast-paced businesses. This is personalized coaching at scale for revenue-facing teams made easier than ever before so teams can focus on what matters most—closing deals.





## Are You Ready to Take Coaching to the Next Level?

We're ready for that, too. Simplify and personalize coaching at scale for your revenue reps today with Seismic.

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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