PORTFOLIO WORK SAMPLE

Leadership & Sales Coaching Program

A practical operating rhythm for developing leaders, improving sales behaviors, and strengthening accountability.

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A concise, independently rewritten work sample illustrating program design and facilitation. This edition uses general business language and contains no employer branding, internal links, or company-specific systems.

1. Turn priorities into daily behaviors

Purpose

Help leaders move from reviewing yesterday’s results to shaping today’s behaviors. Choose a small set of business priorities and make the supporting actions clear, observable, and coachable.

Choose the measures

Use written sales, conversion, average transaction value, sales per visitor, and relevant product or service attachment measures. Define each metric, its reporting coverage, and the review period before comparing results.

Separate results from actions

Result: improve conversion. Supporting actions: thoughtful discovery, a demonstrated solution, timely manager support, and a clear next step. Assign an owner to each action.

Start with a baseline

Record current performance, the opportunity, the expected behavior, and the review date. Use consistent reporting periods and the same location group when assessing progress.

2. Build a daily coaching rhythm

A 15-minute team huddle

Two minutes: review yesterday’s results and today’s priorities. Three minutes: recognize helpful behaviors and customer wins. Four minutes: explain a product, service, or selling skill. Six minutes: practice a realistic scenario and exchange feedback.

Practice before the customer interaction

Pick one skill, describe a realistic customer need, and invite an associate to practice. Let the leader play the customer. Ask what worked, what could improve, and what the associate will try next.

Observe with a clear purpose

Explain that observation supports development. Watch discovery questions, listening, demonstrations, and the customer’s response. Identify specific behaviors instead of making assumptions from the final sales result.

Coach in the moment

After the associate disengages, ask what they learned and where the conversation stalled. Offer one practical adjustment, rehearse it briefly, and agree on how to re-engage.

3. Make development measurable

Individual coaching conversation

Hold a consistent, focused conversation. Review commitments from the prior meeting, examine current results, invite the associate’s perspective, and agree on one or two behaviors to strengthen.

Coaching record

Document: date; associate; metric and baseline; observed behavior; agreed action; leader support; completion date; follow-up observation; result. Keep notes specific, respectful, and useful.

Example commitment

Opportunity: discovery is ending before the customer’s needs are clear. Action: ask about intended use, preferences, and budget, then summarize the needs before recommending a solution. Leader support: two practice sessions and one observed interaction. Review: next weekly check-in.

Close the loop

Review both execution and outcomes. Recognize progress, adjust the support when an action is not working, and use evidence to choose the next development priority.

4. Facilitate and evaluate the program

Launch

Explain the purpose, demonstrate the coaching conversation, and practice with leaders before rollout. Establish who owns delivery, who reviews results, and how feedback will be collected.

Track adoption

Monitor huddles delivered, practice participation, completed coaching commitments, and observed behavior changes. These show whether the program is being used as intended.

Assess business outcomes

Compare the same locations over aligned periods. Review conversion, ticket value, and sales alongside traffic, promotions, staffing, and product availability. Describe results as observed changes unless the evaluation can isolate the program’s effect.

Improve the next cycle

Ask leaders which exercises improved their coaching and which created friction. Refine one element at a time, document the change, and keep the operating rhythm practical.