

# Why Traditional Coaching FAILS

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A Familiar Tragic Tale  
With an Alternative Ending

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# Everyone wants to improve rep performance

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Everyone knows what's needed:

- Great TRAINING
- Followed by COACHING

When both of these are done very well, it usually looks like the following case study:

## **WARNING!**

*What follows is real, unedited data. The names are removed to protect the innocent and guilty alike!*

## What went right

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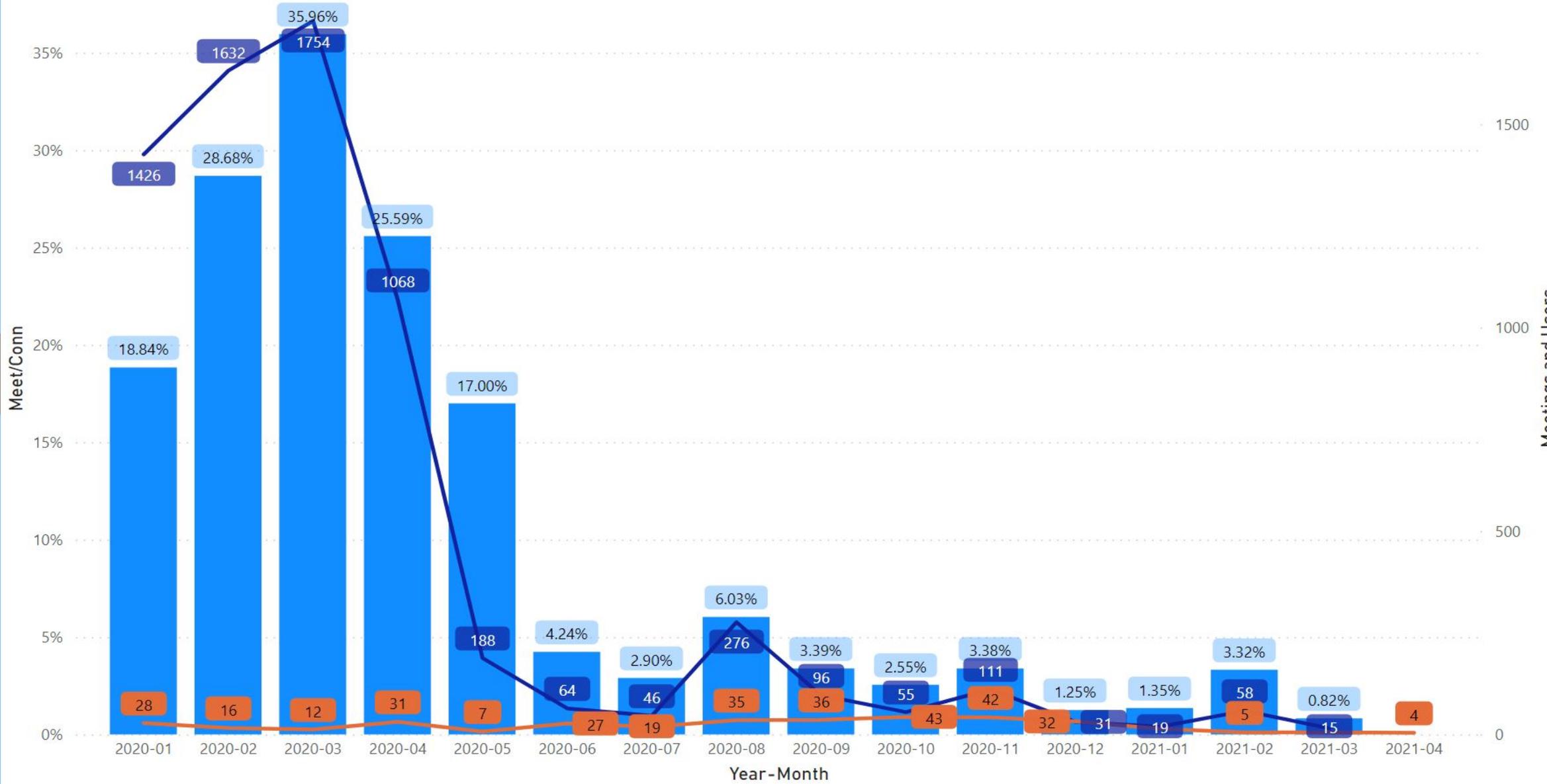
The goal was perfect:

- Increase the percentage of meetings per cold call.

The approach was excellent:

- Develop, practice, and use a great script based on reliable human psychology, not guesswork about a prospect's business.
- Sell the meeting, not the product.
- Adjust each rep's mindset to believe in the value of the meeting for the prospect, regardless of the business outcome.
- Practice at high velocity of 7+ conversations per hour.
- Provide precise feedback on the first failure-point of each conversation.

Meet/Conn Meetings Users



## Then “drift” took over

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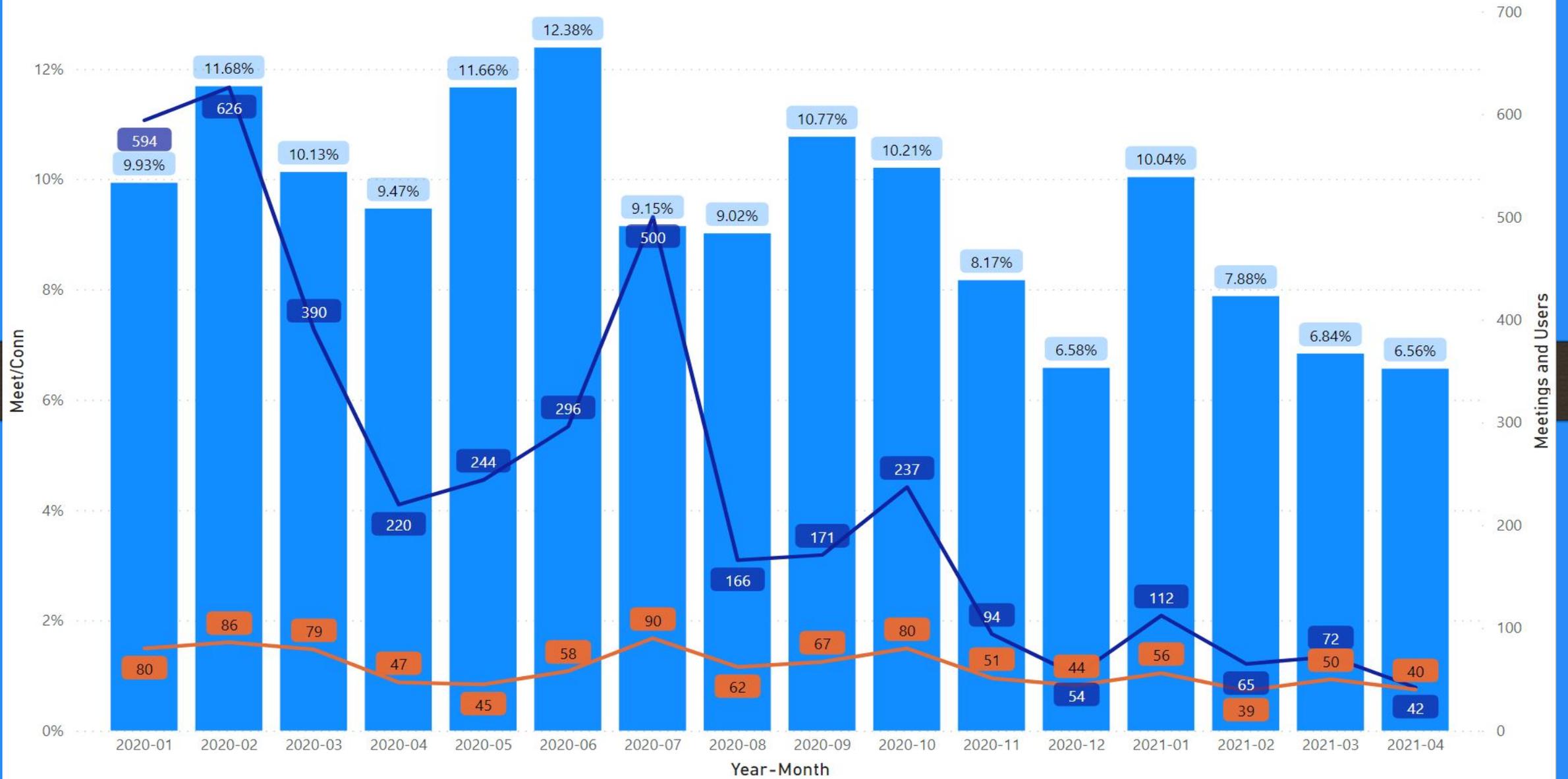
- Management reverted to traditional coaching: once a week, 1:1
- Performance in the moment was detached from immediately actionable coaching feedback.
- The reps drifted away from performance to their own comfort.
- Management didn't want to “interfere” with their reps' autonomy.
- Then, some reps moved on, promoted for performance.
- And their replacements didn't go through the same intensive training and coaching program.
- And that reset the performance bar to less than 20% of the peak.

## Here's a better coaching story. But how much better?

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- They began with similar intensive training and coaching.
- Blitz-and-coach kept both activity AND conversion going for a while.
- A new cohort of reps was onboarded.
- New automation was installed to make sending emails easier.
- Many of the new reps (no surprise) were more “comfortable” sending emails than having conversations.
- The population of conversationalists went down.
- Traditional weekly coaching replaced real-time, precise, actionable coaching.
- Meetings per month drifted down: from a team peak of 500 to only 42.

Meet/Conn Meetings Users

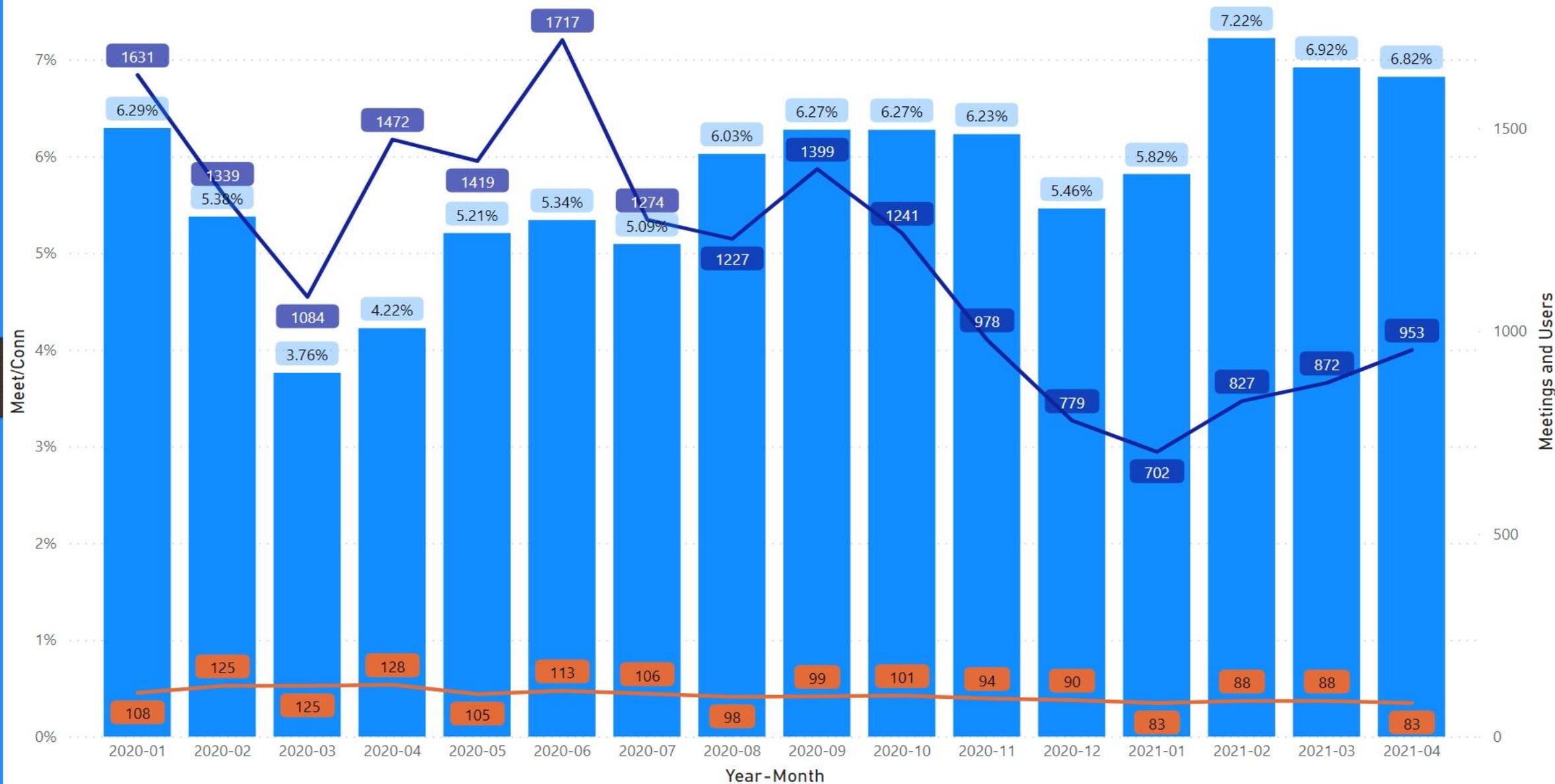


## This is what “very good” looks like

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- Strong start using blitz-and-coach with real-time precision feedback.
- Impact from an external event: a global pandemic.
- Meetings per month dropped – but not as much as predicted.
- Leadership refocused on conversion efficiency down the funnel.
- Blitz-and-coach was temporarily discontinued in favor of self-coaching and traditional 1:1, and meetings per month fell by 59%.
- Blitz-and-coach with real-time precision feedback was restored, and meetings per month increased by 35%.

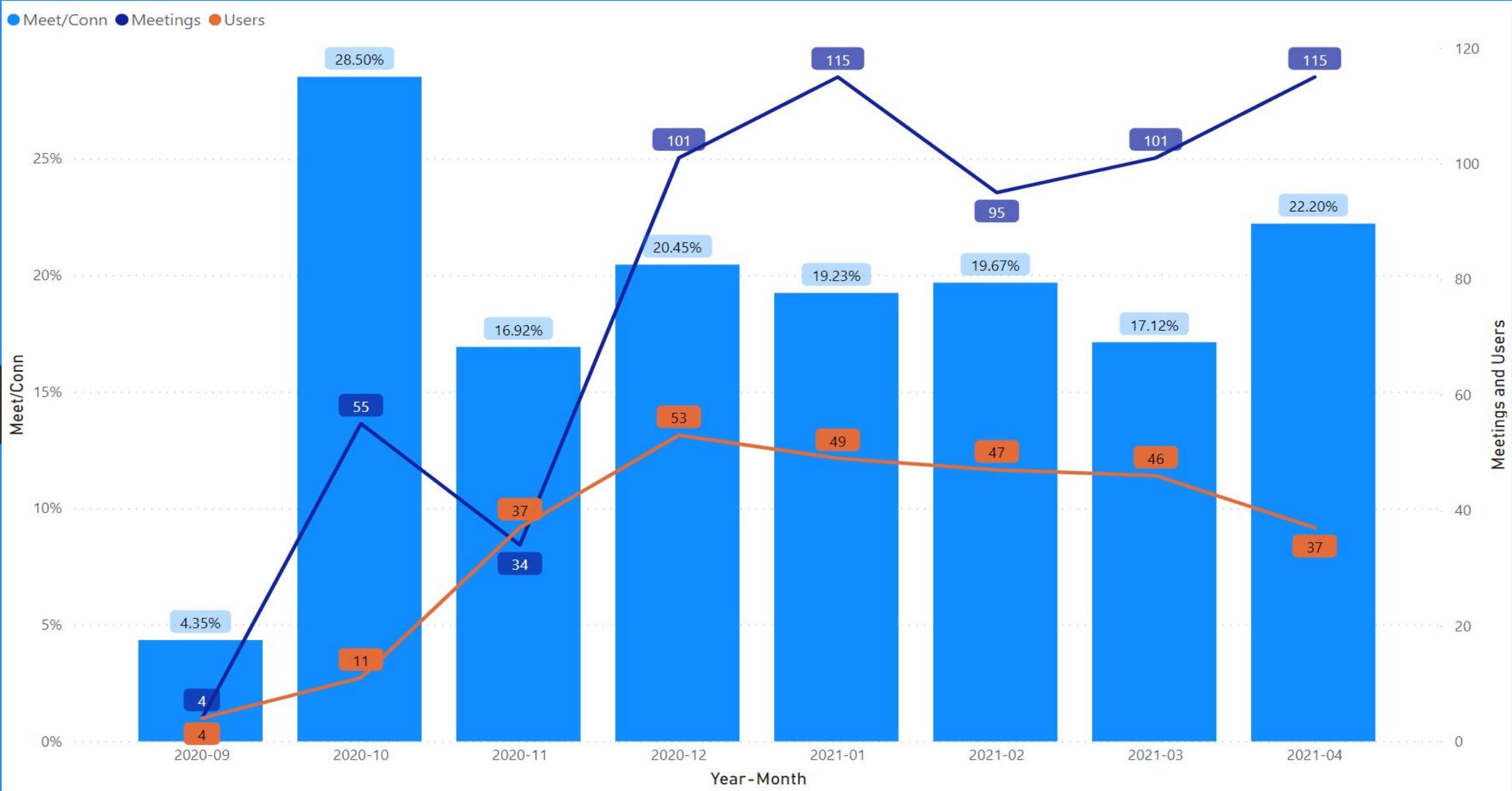
Meet/Conn Meetings Users



## This is what “great” looks like

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- Leading from the front: everyone, including senior leaders, was having conversations and getting coached.
- Used precision scripting with iteration.
- Started small (4 reps!) and added reps as learning and proof accumulated.
- No free ride: Performance earns more coaching.
- A permanent blitz-and-coach with real-time precision feedback.



## The big lesson

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Traditional weekly 1:1 coaching is a game of Whack-a-Mole that:

- Misses failure points when they actually happen – in the moment.
- Confuses reps by trying to fix everything at once.
- Does little to counter the tendency to “drift to comfort.”
- Is not delivered under real performance pressure.
- Takes reps away from the job in the hope of improving performance.
- Is too often “Do as I say” – and is lost in translation.
- Has no immediate measurable effect.

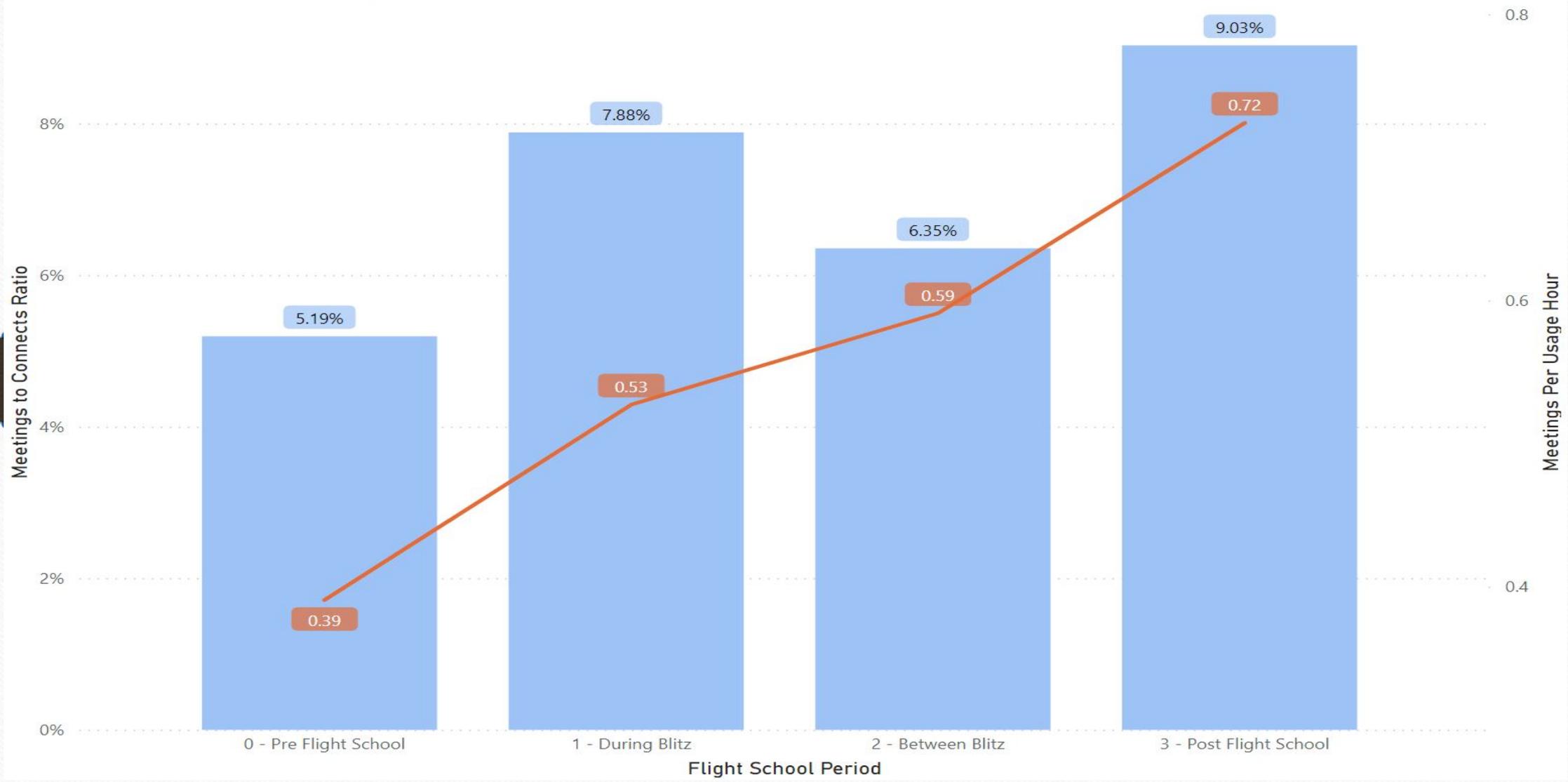
## An alternative that works FOREVER

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Combine accelerated real conversations with real-time coaching, which:

- Identifies failure points when they actually happen – in the moment.
- Focuses on only the first failure-point.
- Detects and corrects “drift to comfort” before it becomes habitual.
- Is delivered under real performance pressure.
- Keeps reps on the job, coupling performance with production.
- Starts with “Change this one thing next time” – and next time is NOW!
- Has 2 immediate measurable effects: Meetings per Conversation and Meetings per Rep-Hour

● Meetings to Connects Ratio ● Meetings Per Usage Hour



## “Everybody” was always right

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- Coaching is the magic to improve rep performance.
- But traditional coaching is rarely effective, because it is delayed, general, and not immediately applied.
- Real-time, precision coaching using high-velocity real conversations is the answer – at least if you need sustainable, measurable results.

# ConnectAndSell®

Conversations Matter

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