



The Sales Dev and Coaching Cloud for Superhero Sales Managers

Meet George Beck, a superhero sales manager who uses P9 to develop a sales team of top Solution Sellers. George can give feedback based on a blackbelt skills profile, generate and track personalized development priorities and connect his team to experts which means he doesn't have to pretend to know about everything anymore.

3x

George has tripled the likelihood his sellers become Solution Sellers!



How did George do it?

George uses skill profiles for coaching and development planning built by Pipe9 as a result of working with blackbelt sellers at companies like Microsoft.

Hypothesis based coaching helps sellers make the "double jump" from product-selling to solution-selling

George accesses the skill profiles called "Excellence Profiles" using the Pipe9 App. George customized the profiles to incorporate behaviors adopted by his own blackbelts.



Unless you try to do something beyond what you have already mastered, you will never grow

Using the P9 feedback App George encourages his sellers to take self-feedback and reach out for feedback from peers based on the excellence profile. George basis Coaching 1:1's around results from feedback directing new skills to master.

The Hypothesis Coaching Model

Georges' hypothesis based coaching model has three key dimensions: 1) it's ongoing, 2) it's customized to the rep, and 3) the focus is on the adoption of behaviors on-the-job at the right time. With P9 development priorities are ongoing, personalized and focused on the adoption of excellence behaviors.

Hypothesis led Coaching boosts performance of the median sales group by

19%



The conventional view of management is getting work done through people, but real management is developing people through work

70%

of skill development happens on-the-job!

George doesn't pretend to know about everything. With Pipe9 George can easily connect sellers with experts from across the community, people that have the skills and resources that team members need to develop on-the-job.



The same level of discipline is applied to tracking people development priorities as is applied to managing sales opportunities

George coaches his sellers to generate and track their own development priority tasks using the Pipe9 App. Tasks can be shared with mentors and experts from across the community. Sellers arrive at 1:1's with George prepared to update on progress made and what's next.

People Data Platform drives smarter sales team development decision making

George uses the P9 data platform to identify skill gaps and direct readiness investments for building the skills that have the biggest impact across his sales team.

