THE SALES MANAGER WEEK RESET

Get Your Week Back So You Can Coach

Most sales managers spend their week carrying the team: rescuing deals, approving exceptions, and chasing updates. This tool helps you see where your week goes and protect time for the work that raises the whole team.

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WHERE YOUR WEEK GOES

03
YOUR COACHING RHYTHM

03
YOUR FRIDAY CHECK

WALT MELCHER | BOLD VALUE PARTNERS

Where does your week go?

1 Audit last week

AUDIT

Estimate the hours you spent on each activity last week. Then set a target for next week.

CATEGORY	ACTIVITY	HOURS LAST WEEK	TARGET NEXT WEEK
CARRYING THE TEAM	Rescuing stalled or at-risk deals		
	Approving discounts, pricing, or exceptions		
	Chasing pipeline and CRM updates		
	Handling escalations a salesperson could own		
	Preparing presentations or proposals for salespeople		
RUNNING THE BUSINESS	Leadership and internal meetings		
	Forecasting and reporting		
	Hiring, administration, and personnel issues		
BUILDING THE TEAM	Observing customer conversations and giving feedback		
	Coaching 1:1s		
	Team skill practice and role plays		
	Development planning		
Total hours		0	0

Your goal for the next 30 days: move at least four hours a week from Carrying the team to Building the team.

2 Stop, hand off, or keep

DECIDE

Review each Carrying the team activity and decide what to do with it.

STOP

Work that adds little value or that a clear standard would prevent

HAND OFF

Work a salesperson could own after one coaching conversation, or that operations, marketing, customer success, or CRM automation could handle

KEEP

Work only you can do, such as a key customer relationship or a final pricing decision

One question to ask yourself: If I stopped rescuing deals for one week, which salesperson would struggle most, and what would I coach them on first?

Your weekly coaching rhythm.

3 Protect your coaching time

PLAN

Block these times on your calendar the same way you would block a customer meeting.

DAY	COACHING BLOCK	SALESPERSON	FOCUS	DONE
Monday	Team meeting: 3 to 5 minute skill focus	Whole team		☐
Tuesday	Observe a customer conversation			☐
Wednesday	Coaching 1:1			☐
Thursday	Observe a customer conversation			☐
Friday	Review the week and plan next week	Self		☐

4 Match the coaching

Top performers: stretch goals, larger opportunities, and helping coach peers.

Middle performers: one skill at a time, practiced and observed until it sticks.

Struggling performers: diagnose the gap first: skill (knowing how), motivation (wanting to), or execution (doing it consistently).

5 Give feedback that sticks

Use this structure after every observation:

Recognize. Name one specific behavior that worked and why it mattered to the customer.

Refine. Name one behavior to adjust and agree on how to do it next time.

Reinforce. Agree on when you will see it again, and follow up in the next 1:1.

6 Friday check

REVIEW

THIS WEEK, DID I...	YES	NO
Keep at least three of my coaching blocks?	☐	☐
Give each salesperson one piece of specific feedback?	☐	☐
Hand off or stop at least one Carrying the team task?	☐	☐
See a salesperson solve a problem they used to bring to me?	☐	☐

Find your sales leadership gap.

Take the Sales Leadership Gap Assessment: 16 questions, about four minutes.

Take the assessment →

Read the research.

See what research reveals about sales manager training, coaching, and repeatable growth.

Read The Sales Leadership Ceiling →

Walt Melcher is CEO of Bold Value Partners, creator of the Bold Value Method™, and author of the forthcoming book *Bold Value Selling*. Learn more at **boldvaluepartners.com**.