

Day 1: The C.L.O.S.E. Arc & the Sales Coach's Stance

What sales coaching truly is — and the five-phase system you certify in

Today's Objectives

1. Define sales coaching precisely	The working definition, the three modes that masquerade as it, and why the distinction pays you.
2. See the Complaint Trap	Why the presenting complaint ("my rep cannot close") is almost never the real gap — and the reflex that catches it.
3. Walk the C.L.O.S.E. arc	Connect, Listen, Offer, Secure, Expand — the selling system you will coach and the engagement spine you will run.

Key Highlights - Say the Answer, Then Flip

The working definition	A structured, evidence-led partnership that improves a specific, measured selling behavior — and installs a system the seller keeps running after you leave.
The 3 impostors	Training (one deck for all), Auditing (inspects outcomes, builds fear), Motivating (multiplies zero). Every team needs them sometimes — coaching is what actually moves win rate.
The C.L.O.S.E. arc	Connect (pipeline enters) -> Listen (truth emerges) -> Offer (value shaped) -> Secure (decision earned) -> Expand (account compounds). One phase per sprint, evidence at every gate.

Your Prompt Vault at a Glance

Session Ground-Setter ChatGPT	Opening a first coaching session with structure
Call-Review Sheet Generator Claude	Designing a structured call review before Day 7
Number-First Reflex Auditor Gemini	Reviewing your own coaching notes honestly
Stage-Conversion Sorter ChatGPT	Turning messy complaints into a funnel hypothesis
Stance Rehearsal Claude	Rehearsing the conversation with a results-only manager
C.L.O.S.E. Engagement Skeleton ChatGPT	Drafting the arc you will fill for 24 days

Tonight's Home Assignment

- › **Run the reflex mission** (~10 min) - Ten minutes of pure diagnosis with a real person. Log your slip count honestly.
- › **Write your stance card** (~5 min) - One card: your definition of sales coaching + the phase you most often misread. Carry it all 24 days.
- › **Skim tomorrow** (~2 min) - Read the Day 2 title and ask yourself: who actually pays for sales coaching — and what do they think they are buying? Bring one guess.