

Interactive Workbook

Complete this workbook as you work through Day 1. Fill it on screen (fillable PDF) or print it and write by hand. Your answers are yours — keep them in your course folder and revisit them at Day 15 to see how far you have come.

1 In two sentences: what is sales coaching? (No peeking at the lesson — your own w

Precision beats poetry. Measured behavior? Whose system? What survives you?

2 Where does my number-first reflex bite hardest? (Which moment, which kind of sel

3 My slip count from today's mission — and the trigger moment it revealed.

4 Which C.L.O.S.E. phase do I most often MIS-diagnose as the gap — and what is my

5 What do I want from this certification — for me, not just for clients? (One hone

H Tonight's Home Assignment — checklist

☐ 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.

N Extra notes & ideas