OVERVIEW

Sales Problem Inventory

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ACCOUNT	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to rank the observable performance problems clients will pay to address. Leave with a prioritized problem inventory that can be tested in real, buyer-respectful work.

WHY THIS MATTERS

Start with client interviews, sales performance data and coach discovery notes. Watch for selling coaching before naming the performance gap. Review problem-confirmation rate in discovery as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Buyer fit		
02 Problem clarity		
03 Proof quality		
04 Differentiation		
05 Message recall		
06 Commercial relevance		

QUICK REFLECTION

Which dimension is the best starting point for this focus: rank the observable performance problems clients will pay to address?

DEEP WORK I

Sales Problem Inventory

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, sales performance data and coach discovery notes. What observed moment shows the need to rank the observable performance problems clients will pay to address?

02 What did the buyer, seller or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to rank the observable performance problems clients will pay to address, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What happened in the pipeline that made this urgent now?

06 How could you replace selling coaching before naming the performance gap with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Sales Problem Inventory

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a prioritized problem inventory contain to help the user rank the observable performance problems clients will pay to address? Name the first two decisions it supports.

08 Where might selling coaching before naming the performance gap show up? How will you notice it and adjust before a client or buyer is affected?

EXPERIMENT LOG

Complete five rows while building a prioritized problem inventory. Use only approved, non-sensitive examples.

MOVE TO TEST	CONTEXT	SUCCESS SIGNAL	LEARNING
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What happened in the pipeline that made this urgent now? Check: problem-confirmation rate in discovery.

ACTION PLAN

Sales Problem Inventory

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, sales performance data and coach discovery notes.	
02 BUILD	Draft a prioritized problem inventory using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, permissioned buyer or client interaction.	
05 ADAPT	Review problem-confirmation rate in discovery and change one thing.	

SUCCESS METRIC

Leading signal: problem-confirmation rate in discovery. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Sales Problem Inventory

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a prioritized problem inventory to rank the observable performance problems clients will pay to address.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE BUYER OR CLIENT'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep buyer and client data private. No results are guaranteed.