

OVERVIEW

Competitor Alternative Map

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

CLIENT / ACCOUNT

COACH

SESSION DATE

PURPOSE

Use this coaching worksheet to compare coaching with training, tooling and doing nothing. Leave with an alternative-choice comparison 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 attacking competing providers. Review no-decision objections surfaced 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: compare coaching with training, tooling and doing nothing?

DEEP WORK I

Competitor Alternative Map

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 compare coaching with training, tooling and doing nothing?

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

02 / THE LEVER

03 When you try to compare coaching with training, tooling and doing nothing, 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: Why might doing nothing feel safer to this buyer?

06 How could you replace attacking competing providers with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Competitor Alternative Map

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

07 What must an alternative-choice comparison contain to help the user compare coaching with training, tooling and doing nothing? Name the first two decisions it supports.

08 Where might attacking competing providers show up? How will you notice it and adjust before a client or buyer is affected?

SCRIPT LAB

Complete five rows while building an alternative-choice comparison. Use only approved, non-sensitive examples.

MOMENT	WORDS TO TRY	BUYER RESPONSE	REVISION
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: Why might doing nothing feel safer to this buyer? Check: no-decision objections surfaced.

ACTION PLAN

Competitor Alternative Map

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 an alternative-choice comparison 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 no-decision objections surfaced and change one thing. 	

SUCCESS METRIC

Leading signal: no-decision objections surfaced. 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

Competitor Alternative Map

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

MY COMMITMENT

In the next relevant situation, I will use an alternative-choice comparison to compare coaching with training, tooling and doing nothing.

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.